

Convention
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#ncmc11



90TH ANNUAL
ACP/CMA

NATIONAL
COLLEGE
MEDIA
CONVENTION

OCT. 26-30, 2011
RENAISSANCE SEAWORLD



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COLUMBIA PICTURES PRESENTS IN ASSOCIATION WITH RELATIVITY MEDIA A CENTROPOLIS ENTERTAINMENT PRODUCTION "ANONYMOUS" RHYI IFANS VANESSA REDGRAVE JOELY RICHARDSON DAVID THEWLIS XAVIER SAMUEL SEBASTIAN ARMESTO RAFAEL SPALL EDWARD HOGG JAMIE CAMPBELL BOWER AND DEREK JACOBI MUSIC BY THOMAS WANDER AND HARALD KLOSER EXECUTIVE PRODUCERS VOLKER ENGEL MARC WEIGERT JOHN ORLOFF WRITTEN BY JOHN ORLOFF PRODUCED BY ROLAND EMMERICH LARRY FRANCO ROBERT LEGER DIRECTED BY ROLAND EMMERICH

PG-13 PARENTS STRONGLY CAUTIONED
SOME MATERIAL MAY BE INAPPROPRIATE FOR CHILDREN UNDER 13
SOME VIOLENCE AND SEXUAL CONTENT

IN THEATERS OCTOBER 28TH
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Stop by the Columbia Pictures booth on Thursday, October 27th for your chance to receive a complimentary pass for two to a special screening Thursday night!

*While supplies last. No purchase necessary. A limited number of passes are available on a first come, first served basis. One admit-two pass per person.

IN THEATERS OCTOBER 28TH

Welcome



Welcome to sunny Orlando, the place where dreams and magic are in the air. For the next few days we will help you combine your passion for college media with some fun at one of the most popular destinations in the United States. We are so glad you are with us.

Hundreds of sessions and workshops in all facets of journalism, including news, advertising, broadcast and legal issues, will be delivered by media professionals and talented advisers. There are nearly 400 in all.

And there's more. Keynote speakers will showcase their work with us. Mark Russell of the Orlando Sentinel will describe the paper's coverage of the high-profile Casey Anthony trial. Patrick Farrell of the Miami Herald will show his award-winning photography from hot spots around the world. Vadim Lavrusik of Facebook will share how the nation's most popular social network is also a powerful tool for students in media. There's something for everyone with this lineup.

Sign up for a personal critique of your publication, and you'll receive useful, individual feedback from an experienced adviser or professional. Engage the exhibitors in the trade show, who will show you products that will help you in whatever area of media is your focus. Initiate the conversation with another attendee, and spend some time networking in the "beach," the hotel's large atrium with complimentary wireless Internet. Or continue the conversation poolside.

We have awards to celebrate successes! We will honor outstanding new and veteran advisers and CMA's long-time executive director, Ron Spielberger, who is retiring. Students will have their time in the spotlight as we hand out awards ranging from ACP's Pacemaker Awards, Individual Awards and Best of Show to CBI's broadcast awards.

We have designed this year's convention program so that after a full day of learning about journalism and meeting new friends, you can have fun, too. The International Drive trolley will take you to food and shopping. On Friday and Saturday evenings, free buses will be at the hotel to take you to dining, shopping, entertainment and more fun at either Pointe Orlando or Universal CityWalk. Or, just walk across the street to SeaWorld. There are so many choices to enjoy all that Orlando has to offer.

Advisers are invited to join their colleagues each night for a reception. Check the program listing for times and locations.

We hope your 2011 National College Media Convention is full of new connections, renewed friendships and great ideas to take back home with you. We hope you make new memories and enjoy every magical minute.

Logan Aimone

Executive Director, Associated Collegiate Press

Sally Renaud

President, College Media Advisers

TABLE OF CONTENTS

Welcome	1	CMA Adviser Awards	58
General Sessions.....	5	CBI Awards	63
Convention Maps.....	9	ACP Awards	64
Sponsors.....	11	Boards of Directors.....	70
Convention Session Listings	10	Committee Chairs	70
Thursday at a Glance	12	CMA Liaisons.....	71
Friday at a Glance	28	Past Award Winners.....	72
Saturday at a Glance.....	44	Speaker Index	79
CMA Hall of Fame.....	58		

Associated Collegiate Press
acp.studentpress.org

The Associated Collegiate Press is the nation's largest and oldest national membership association for college student media.



As a non-profit educational association, ACP is committed to providing professional services to its student members.

They publish *The Pacemaker*, an annual showcase of award-winning student work, as well as a Model Code of Ethics and Student Media Sourcebook.

ACP's Best of the Midwest College Newspaper Convention is in Minneapolis Feb. 10-12, 2012, and the National College Journalism Convention is set for Seattle on March 1-4, 2012.

With your membership in ACP comes eligibility for national competitions for your staff. Your newspaper, magazine, yearbook or online publication could be named one of the best in the country through *Pacemaker*, Best of Show or individual award competitions.

ACP also provides publication critiques and sponsors several national and regional conventions and workshops.

For membership information, visit the Associated Collegiate Press website at acp.studentpress.org.

College Media Advisers
www.collegemedia.org

College Media Advisers represents the people who advise the nation's collegiate newspapers, yearbooks, magazines, electronic and online media.



With more than 700 members from coast to coast, CMA has supported both new and veteran advisers of college media programs since 1954.

CMA serves students and advisers at two national conventions. It sponsors the Fall National College Media Convention with Associated Collegiate Press, and it sponsors the Spring National College Media Convention each March in New York City. The spring 2012 convention is March 18-20 at the Sheraton New York.

Members of CMA stay informed about their business in several ways. The CMA newsletter informs members of trends and news, and *College Media Review* is the leading academic journal on advising collegiate media, both print and electronic. Advisers with Internet connections also participate in a national discussion list.

For more information, contact us at 615-343-3064.



THE NEW SCHOOL

GRADUATE PROGRAMS IN MEDIA

Visit with admission representatives at our convention booth and ask about programs in:

- Media Studies (on campus or online)**
- Media Management (on campus or online)**
- Documentary Media Studies**
- Creative Writing**

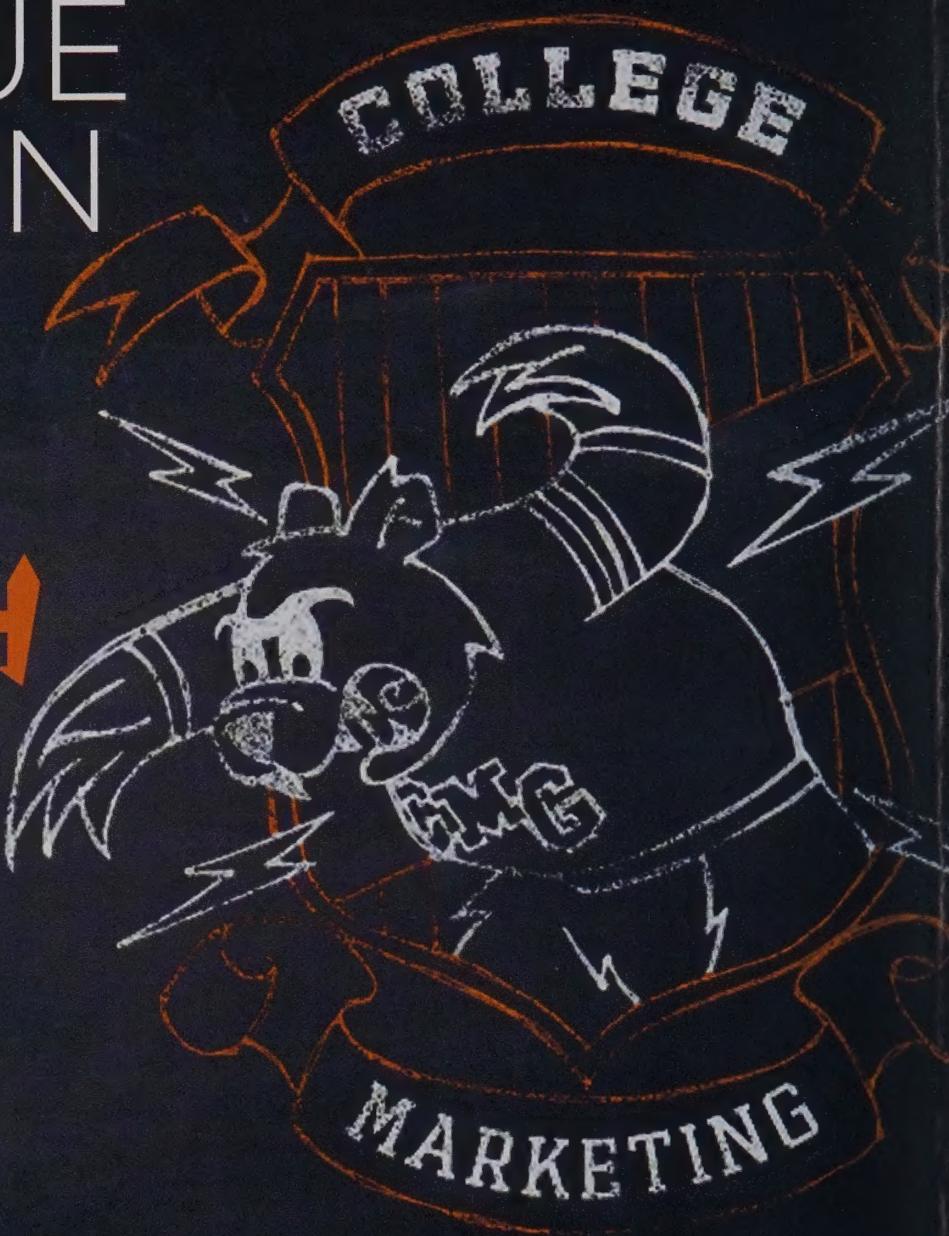
For a full list of graduate programs offered by the university, visit our website.

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Campus
MEDIA

National College Media Convention

Oct. 26-30, 2011 • Orlando

Sample Sessions

Don't be afraid to sample sessions. If a session doesn't suit you, leave quietly and find one that does.

Open Door Policy

Sessions may be covered by both **student and professional media**. We also welcome journalists who are covering our sessions for their publications or other media.

Late Breaking News

Any **program additions or changes** will be listed in a program addendum or on bulletin boards at the registration area.

Problems?

We hope not, but if you encounter any intractable **problems** with the convention hotel, please contact one of us through the convention's registration desk.

Thank You: College Broadcasters, Inc.

<http://www.askcbi.org/>

College Broadcasters, Inc. is an association that represents students involved in radio, television, webcasting and other related media ventures. CBI offers many services to the members of the association. These services include the community that shares ideas and concerns via the email list, newsletters and awards. CBI membership provides access to a network of media professionals, discounts from vendors and representation on a national level before governmental agencies, such as the Federal Communications Commission and the Copyright Royalty Board. CBI works with CMA and ACP to present the broadcast, webcast and related media portion of the National College Media Convention. Celebrating its twelfth year, CBI is a non-profit entity whose board members are volunteers from within the membership, elected by the membership. Elections are held annually for the student representative and approximately one-third of the faculty/staff members. For more information concerning CBI membership, email: ExDir@askcbi.org or call (877) ASK-CBI.



the 1999 earthquake in Turkey; the Columbine High School massacre; childhood poverty in the Americas; and Hurricane Andrew's 1992 path of destruction in South Florida, for which he and the entire Miami Herald staff won the 1993 Pulitzer Prize for Public Service.

Program Design

Marc Wood, Communications/Technology Director, Associated Collegiate Press

Printing

Printing sponsored and provided by Balfour Publishing

Photo Credits

Cover, top: Simon Greig; cover, bottom left and page 6: Trey Ratcliff; page 1: Auntie Rain; page 11: Greg Turner (all Flickr.com Creative Commons).

GENERAL SESSIONS

These speakers will draw upon their diverse and highly-regarded career experiences for their presentations to convention delegates in Orlando.

THURSDAY

Mark Russell is the editor of the Orlando Sentinel. During his career, Russell was previously managing editor of the Sentinel, as well as metro editor at The Plain Dealer in Cleveland and assistant metro editor at The Boston Globe. He is also president of the board of directors of the Missourian Publishing Association, which oversees the student-run daily newspaper at the University of Missouri School of Journalism.



Mark Russell

Earlier this year, the Orlando Sentinel was the hometown news organization faced with covering the biggest court case since O.J. Simpson's murder trial two decades ago. The two-month Casey Anthony trial attracted international attention and news personalities from MSNBC, CNN and Fox News. It also exploded on social media.

In his keynote session, Russell will discuss how his newsroom sought to cover the trial of the decade in print, online and on mobile devices. The Casey Anthony coverage is a blueprint for a brand of journalism that is personal, powerful and filled with personalities.

FRIDAY

Patrick Farrell, 51, has been a photographer at The Miami Herald since 1987. He is the recipient of the 2009 Pulitzer Prize for Breaking News Photography for his photographs of the devastation in Haiti caused by a particularly brutal hurricane season. Farrell has documented three decades of major news events, both locally and abroad, including the 1989 race riots in Miami's Overtown neighborhood; political and civil unrest in Haiti during the 1994 military rule of that country;



Patrick Farrell

political and civil unrest in Haiti during the 1994 military rule of that country; the 1999 earthquake in Turkey; the Columbine High School massacre; childhood poverty in the Americas; and Hurricane Andrew's 1992 path of destruction in South Florida, for which he and the entire Miami Herald staff won the 1993 Pulitzer Prize for Public Service.

He has won numerous awards for his coverage of Haiti, including the first place 2009 National Headliner Award for Photo Essay, two first place awards in 2008 from Pictures of the Year International, and a Feature Photography Award in 2008 from the Overseas Press Club. Farrell has been named Region Six Photographer of the Year twice (in 1992 and 1993) by the National Press Photographers Association.

He was born in Miami – the seventh child in a family of 12 kids – and is a 1977 graduate of Christopher Columbus High School, an all-boys Catholic school in Miami. In 1981, he graduated from the University of Miami with a bachelor's degree in television and film production. Farrell started his career working at two small South Florida dailies. He is married to Miami-based journalist Jodi Mailander Farrell and they have two young daughters.

SUNDAY

Vadim Lavrusik is the Journalist Program manager at Facebook. He is also an adjunct professor teaching social media at the Columbia University Graduate School of Journalism. Prior to

Facebook, he worked as the community manager and social media strategist at Mashable.com. He has also worked on social media at The New York Times and received a Master of Science degree in digital media from Columbia. Prior to Columbia, he studied at the University of Minnesota where he received a B.A. in journalism, summa cum laude, in 2009. He was co-publisher and editor-in-chief of the Pacemaker-winning Minnesota Daily newspaper. He has written for PBS "NewsHour," Nieman Journalism Lab, Minneapolis/St. Paul Business Journal, the Star Tribune, Poynter.org, Mashable.com and more.

Lavrusik will speak about Facebook and social journalism, demonstrating how journalists are utilizing the network to find sources, crowdsource stories and showcase their content. He'll highlight some of the best practices and give insights into how to best use Facebook as a journalist.



The Galaxy is one of the many nightspots available at Universal CityWalk in Orlando. Hotel shuttle buses will take convention attendees to and from Universal CityWalk on Saturday evening, and Pointe Orlando on Friday night.

Find us on Twitter, Facebook, convention blog for the latest updates #ncmc11

At the Orlando National College Media Convention, you can stay connected. Wireless Internet is available at no charge in the common area of the hotel — the atrium area called the “beach.” Hotel guests will also have complimentary Internet access while in their rooms. Open a browser and sign on. Though the login process will appear to charge your room, the charges will not appear on your hotel bill.

To stay plugged into the buzz of online conversation surrounding the convention (including up-to-the-minute program updates), you’ll want to keep an eye on the Orlando convention blog at <http://studentpressblogs.org/orlando2011> and follow these Twitter feeds:

- ACP: [@acpress](#)
- CMA: [@collegetalk](#)
- CBI: [@askcbi](#)

The Twitter hashtag for the convention is **#ncmc11** (short for National College Media Convention), so if you include that in all your convention-related tweets, they will appear in real time for anyone who enters that hashtag at search.twitter.com.

ACP, CMA and CBI all have Facebook fan pages which will be kept up to date throughout the convention as well. Just search for the full name of each organization on Facebook to find them.

Your feedback is important: complete a convention evaluation

Please take a few minutes and let us know your thoughts about your experience at this convention. Use the QR code at right to go to the convention evaluation form, or visit collegemedia.org and select “Events.”



Download this program booklet to your device

Point your smartphone camera at this QR code to get a PDF copy of the Orlando convention program.



CREATE YOUR PATH

Earn your master's degree from the **IU** School of Journalism in Bloomington or Indianapolis

BLOOMINGTON

Master's degree in journalism: The School of Journalism has a rich, 100-year history on the beautiful Bloomington campus. In travel courses, report on HIV/AIDS from Kenya and explore cutting-edge technology at South by Southwest in Austin. Work with faculty mentors who have experience with major news organizations such as the Associated Press and *National Geographic*, and who have published landmark research on topics such as agenda-setting and media effects.

In addition to our general master's degree, students may receive specialized degrees focusing on one of these four areas of study:

- Global journalism
- Political journalism
- Health and science journalism
- Digital journalism

INDIANAPOLIS

Master's degree in sports journalism: Indianapolis is home to dozens of professional and amateur sports organizations. Be a part of the National Sports Journalism Center, follow previous students to internships at the Big Ten Network or *USA Today*, and meet visiting professionals such as Sage Steele of ESPN and William Rhoden of *The New York Times*.

Master's degree in public relations: Advance your public relations career and prepare yourself for a career in management. Take courses focused on your industry, whether it is life science, health care or sports. Network while you study: Your classmates will be working professionals with several years of experience in the field.

GRADUATE STUDIES

Learn more at journalism.indiana.edu/graduate



SCHOOL OF JOURNALISM

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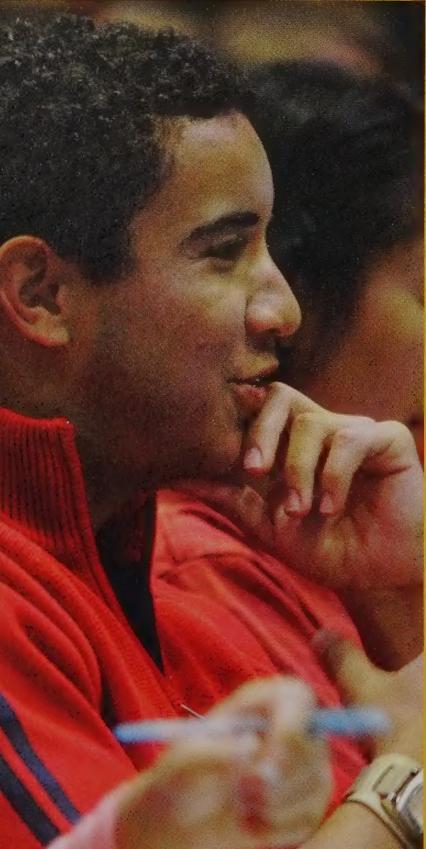
communication B.A.

print and digital journalism B.A.

public relations B.A.

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 - » A focused J-school education in the middle of an acclaimed university
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 - » On-campus media outlets and industry internships
 - » Energetic, diverse and international student body
 - » Hands-on experience with equipment used in today's newsrooms

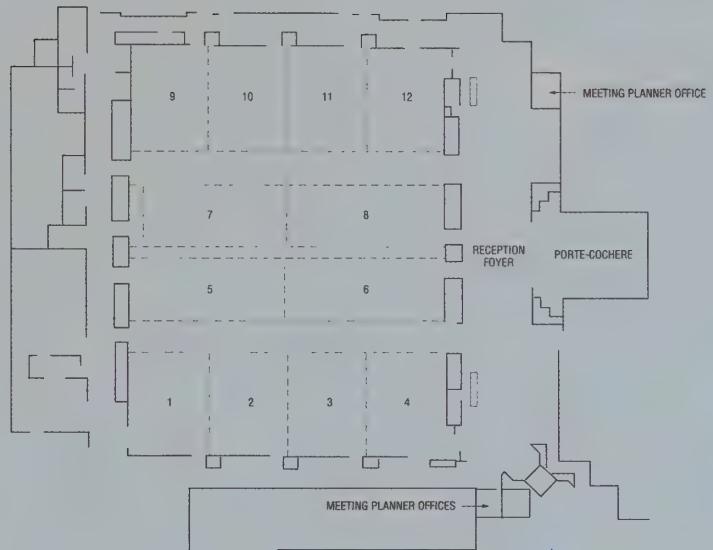
Great journalism careers start here.

annenberg.usc.edu

CONVENTION MAPS

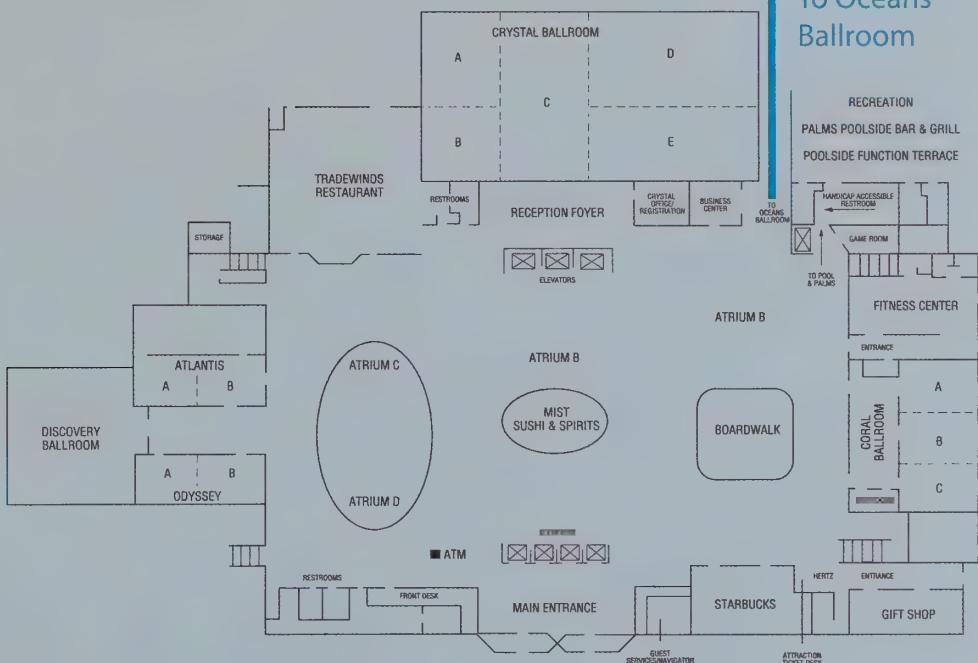
Lobby Level

Oceans Ballroom



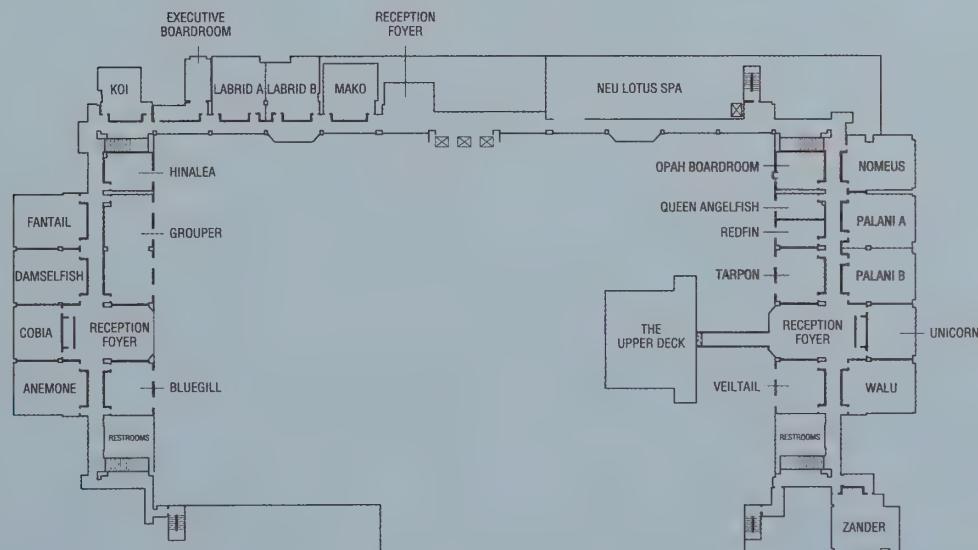
Lobby Level

Lobby/Atrium



Second Floor

Above Lobby/Atrium



TUESDAY

8:30 a.m. Tuesday

CMA
8:30 a.m.-5 p.m.**CMA Board of Directors Meeting I**

First of three meetings of CMA's officers. CMA President Sally Renaud, presiding.

CMA Suite, 1094/1095

Sally Renaud, Eastern Illinois University

Special Session
1-5:30 p.m.**Newspaper Business & Advertising Workshop — Part I**

This intensive workshop will cover the latest developments in newspaper advertising and business procedures. Topics such as knowing your product, campaigns and presentations, market research, business systems, selling skills, advertising acceptability and customer service will be covered. (Preregistration and additional fee required.)

Coral Ballroom A, Lobby Level

Paul Bittick, Cal Poly State University

writing/editing/design workshop shows you how to repackage your news both in print and online. You'll learn how to modernize page design, story planning, visuals and headlines. You'll discover how to reach readers with short attention spans — and how to upgrade stories when they move onto the Web. You'll explore the latest trends in: Story packaging, Sidebars & graphics, Headlines & decks, Photography, Typography, Grids & formats, Redesigns, Multimedia, User participation. Ready to rethink, refocus and reinvent your paper? With nearly 1,000 examples of do's, don'ts and swipeable ideas., Harrower's workshop makes it easy and entertaining. (Preregistration and additional fee required.)

Yellowtail Ballroom AB, Lobby Level

Tim Harrower, Designer, Author

WEDNESDAY

8:30 a.m. Wednesday

CMA
8:30 a.m.-2 p.m.**CMA Board of Directors Meeting II**

Second of three meetings of CMA's officers. CMA President Sally Renaud, presiding.

CMA Suite, 1094/1095

Sally Renaud, Eastern Illinois University

1 p.m. Wednesday

Special Session
1-6 p.m.**Newsroom Management for Newspaper Editors**

This workshop will cover most of the essentials of managing a newsroom regardless of the frequency of publication and size of the staff. Topics include recruiting, hiring and firing staff, organizational structure, mediating staff disputes, staff meetings, deadlines, working with advisers and governing boards, staff manuals, pay or other incentives for work, staff morale, building credibility with readers, handling controversies and other essentials. (Preregistration and additional fee required.)

Coral Ballroom B, Lobby Level

Mark Witherspoon, Iowa State University

Broadcast
1-6 p.m.**FCC 101 Workshop**

So you're an adviser or a student in charge of an FCC-licensed non-commercial radio station. Now what? There is a lot to learn and to teach, but sometimes you get lost in the details of daily operations — or just trying to keep the station afloat. The workshop isn't about motivating students or recruiting them. It's about keeping your station legal and what you need to know about the law/regulations from managers' perspectives. So why tempt fate with an FCC fine for failure to do the basics? Learn those basics in just a few short hours — and save yourself thousands and perhaps the station itself. (Preregistration and additional fee required.)

Anemone, 2nd Floor

Warren Kozireski, General Manager, WBSU
Mark Maben, General Manager, WSOU-FM

Will Robedee, General Manager, KTRU

Joel Willer, Director of University Broadcasting, KXUL, KEDM

Special Session
1-5:30 p.m.**Digital Photography Workshop, Part I**

In addition to just taking photos, photojournalists are now responsible for digitally editing their images, archiving them and producing audio-visual shows to display their work online. In this all hands-on workshop, we'll review techniques in Photoshop for preparing photos for use in print/online, develop archiving techniques and produce a SoundSlides presentation including audio and visuals. Presentation will include discussions of Flickr, Photo blogs and Twitpic. Bring along your laptop loaded with a trial version of CS5. Participants should also bring their digital cameras. (Preregistration and additional fee required.)

Coral Ballroom C, Lobby Level

Bradley Wilson, North Carolina State University

Special Session
1-5:30 p.m.**Coaching Writers, Part I, The 7.5 Habits of Highly Effective Journalists**

How did the most admired journalists of our generation get to be so admired? They do certain things that develop their skills, get them noticed, and open up opportunities. Weiss shares techniques designed to make your work both crisp and compelling and help you walk in the world of top-flight journalists. (Preregistration and additional fee required.)

Palani A, 2nd Floor

Dick Weiss—former writing coach, St. Louis Post-Dispatch

Special Session
1-5:30 p.m.**Website Management Workshop**

Whether you're an editor with responsibility for a digital companion to a print newspaper or a Web-only publication, this curse will provide practical knowledge to use on your campus. Delve beyond the basics and focus on the key components and real-world techniques a good digital media workflow needs to be successful. Learn to build the structure, find the right people and teach the online-first philosophy to your staff. Gain advanced techniques you'll need to take your Web presence to the next level. Essential skills include designing web sites for the user, understanding the available proprietary and open source platforms, understanding SEO, maximizing your social media reach, developing existing and alternative revenue strategies and exploring the next life cycle of the Web through apps and mobile devices. Computers and internet access will not be provided to the workshop attendees. (Preregistration and additional fee required.)

Labrid, 2nd Floor

Charlie Weaver, Iowa State University

Special Session
1-4:30 p.m.**Futurizing Your Newspaper — Part I**

It's 2011. So why does your newspaper still look like it's 1977? To survive and thrive in the new media landscape, you've got to adapt. Evolve. Innovate. And Tim Harrower's popular

2 p.m. Wednesday

2-4 p.m.

CMA Packet Stuffing

All CMA members are invited to packet stuffing for Orlando, 2011 — and to see your friends from across the country

Oceans Ballroom 1-8, Lobby Level

Sally Renaud, Eastern Illinois University

4 p.m. Wednesday

4-8 p.m.

Early-Bird Convention Registration/Check-in

Sign in for the convention here. If you have questions or need help, this is your convention information center.

Oceans Ballroom Foyer, Lobby Level

4-8 p.m.

Early-Bird Best of Show Entries

Registration for the on-site "Best of Show" college media contest is available to those students who brought along copies of their newspapers, yearbooks or magazines — or to those who call home and have them express delivered by Friday. Winners of print and broadcast categories (mailed in ahead of the convention) will be announced Sunday at the closing session.

Oceans Ballroom Foyer, Lobby Level

THURSDAY

8 a.m. Thursday

8 a.m.-5 p.m.

Convention Registration/Check-in

Sign in for the convention here. If you have questions or need help, this is your convention information center.

Oceans Ballroom Foyer, Lobby Level

8 a.m.-5 p.m.

Best of Show Entries

Registration for the on-site "Best of Show" college media contest continues. Stop by the convention registration desk for details. Winners will be announced Sunday at the closing session.

Oceans Ballroom Foyer, Lobby Level

8 a.m.-5 p.m.

Convention Trade Show

Companies offering services and products for college student media programs will display their wares, share information and be available to answer questions.

Oceans Ballroom 1-8, Lobby Level

Book Exhibit
8 a.m.-5 p.m.

Exhibit: Books And Other Resources

The exhibit will include textbooks and materials in all areas of media. Some categories represented will be reporting, editing, advertising, publication design and production, online journalism, broadcast, photography, mass communication, public relations, video and film, media management, ethics, current issues effecting media and more. CMA members are encouraged to sign up as exhibit hosts for approximately one-hour periods during the convention. Hosts monitor the exhibit and help answer questions. In return for this help, hosts get to select a book or other item to keep once the exhibit has closed. CMA will auction all books at the conclusion of the exhibit. All proceeds go to the Student Press Law Center. Help is needed setting up the exhibit and conducting the auction as well.

Oceans Ballroom 1-8, Lobby Level

Judy Robinson, *The University of Oklahoma*

Special Event
8 a.m.-4 p.m.

Tours: sign-up I

Check the tour desk to see what media tours Orlando has to offer.

Oceans Ballroom Foyer, Lobby Level

Lance Speere, *University of Central Florida*

8 a.m.-4 p.m.

Session Evaluations

We want your opinion. Complete our survey online at collegemedia.org or use the QR code on page 6. Let us know how we can improve the convention next year in Chicago.

Broadcast
8 a.m.-3 p.m.

CBI Cybercast Part I

This will be the tenth annual event for CBI. CBI is the first college organization to webcast live from the convention and the tradition continues! This event allows stations to showcase their talents in a live broadcast! Do a live show or bring a pretaped special production which highlights your station's best efforts! Check the CBI website for a listen link.

Oceans Ballroom 1-8, Lobby Level

Various CBI members—TBA

8:30 a.m. Thursday

Special Session
8:30-11:50 a.m.

Digital Photography Workshop — Part II

Continuation of Wednesday afternoon workshop.
(Preregistration and additional fee required.)

Coral Ballroom C, Lobby Level

Bradley Wilson, *North Carolina State University*

9 a.m. Thursday

Special Session
8:30-11:50 a.m.

Coaching Writers, Part II

Continuation of Wednesday afternoon workshop.
(Preregistration and additional fee required.)

Palani A, 2nd Floor

Dick Weiss, *former writing coach, St. Louis Post Dispatch*

Special Session
8:30-11:50 a.m.

Futurizing the News — Part II

Continuation of Wednesday afternoon workshop.
(Preregistration and additional fee required.)

Yellowtail Ballroom AB, Lobby Level

Tim Harrower, *Designer, Author*

Special Session
8:30-11:50 a.m.

Newspaper Business & Advertising Workshop — Part I

Continuation of Wednesday afternoon workshop.
(Preregistration and additional fee required.)

Coral Ballroom A, Lobby Level

Paul Bittick, *Cal Poly State University*

Thanks to our sponsors

ACP/CMA would like to thank the following organizations for their generous support of convention activities. Please show your gratitude by visiting their booths in the exhibit hall.

- Convention Program Printing:
Balfour Publishing • balfour.com
- Reporters Notebooks:
Herff Jones • www.herffjones.com
- Thursday Adviser Reception:
iCampus Times • icampustimes.com
- Adviser Totebags:
Institute on Political Journalism
dcinternships.org
- Registration Booklet Printing:
Signature Offset • signatureoffset.com
- Thursday Film Screening—Anonymous:
Sony Pictures Entertainment
anonymous-movie.com



THURSDAY AT A GLANCE

	8:30 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon
LOBBY LEVEL					
Oceans Ballroom 1-8	Convention Trade Show (8 a.m.-5 p.m.) / Exhibit:				
Oceans Ballroom Foyer	Convention Registration/Check-in/Editorial Panel: Orlando Registration For On-Site Photo Competition (9 a.m.-3 p.m.) / Editor in Residence				
Atlantis A		What #@&% Story DO You Want?	Opening a Shut Case	Magazines: the Future or the Death of Yearbooks?	Ethics in Interview Mapping the Minefield
Atlantis B			Advertising Lessons from Mr. Magoo	We Are re:fuel	
Coral Ballroom A	Newspaper Business & Advertising Workshop — Part I				
Coral Ballroom B			Blogging Basics With Wordpress	Making the Grade — for Advisers	Catching Eyeballs Newspaper Design That Matters
Coral Ballroom C	Digital Photography Workshop — Part II				
Crystal Ballroom					Developing the Converged Student Newsroom
Oceans Ballroom 10			How to Transition From Newspapers to Magazines	Fakin' It With Photoshop, or 10 Ways to Destroy Your Credibility	Chicken Salad
Oceans Ballroom 11		Recruitment and Retention for Yearbook Staffs	Ummmm... IDK	Crossing Yearbook Boundaries	Design Tweaks and Fixes
Oceans Ballroom 9		Thinking Like an Editor			Make it a Contract Not a Conflict
Wedgewood Ballroom		Should We Run This?	Need More Readers? Discover the Niches	And Now a Word From the Editors	What Journalism Students Need to Know Before They Graduate
Yellowtail Ballroom AB	Futurizing the News — Part II				
CMA SUITE (10TH FLOOR)					
1094/1095			Introduction to Mentoring Program for New Advisers		

1 p.m.	2 p.m.	3:30 p.m.	4:30 p.m.	5:10 p.m.
And Other Resources (8 a.m.-5 p.m.) / CBI Cybercast Part I (8 a.m.-5 p.m.)				
Show Entries (8 a.m.-5 p.m.) / Tours: sign-up I (8 a.m.-4 p.m.) -4:30 p.m.) / Drop Off Résumés and Cover Letters (Noon-4:30 p.m.) / Student Media Critiques Check-in (1-5 p.m.)				
Our Staff Writer Just Got Arrested for WHAT?	Straight Talk About LGBT Coverage			Hispanic Student Journalists Roundtable
Non-traditional Advertising Revenue Streams	Creating and Improving Special Sections			
New Adviser Short Course I	Getting Private With the First Amendment			
The Interactive News and Information Experiment	Legal Problems With Satire and Humor			
Online User Agreements and You	How to Keep Your Sanity While Building Trust in the Newsroom			
		Opening Convention General Session Keynote Speaker Mark Russell and Adviser Awards Presentation 3:30-5 p.m. Crystal Ballroom, Lobby Level	Orlando II: Selection of Participants for On-Site Photo Competition	
Contest-ed Journalism (or How I Built My Career on a Singing Contest)	Chicken Salad II EXTREME MAKEOVER			
Privacy and the Law	The Internet is Dead			Welcome to Orlando Advisers Reception (5:30 p.m., Terrace and Lawn, Outside Hotel)
My Life in Sportswriting	Moving From Newspapers to Multimedia			
One Man Band Reporting	The New Photojournalist: Still and Video Knowledge			
Making the Leap From High School to College Yearbook Design	From Green to Lean and Mean			
			Advisers' Get Together (9-11 p.m.)	

THURSDAY AT A GLANCE

	8:30 a.m.	9 a.m.	10 a.m.	11 a.m.	Noon
SECOND FLOOR					
Anemone		CBI Welcome to Orlando	Sports Talk Radio	Integrating Facebook Pages Into Your Online Strategy	Getting Along With Your Licensee
Bluegill			Monetize with Mobile Apps	Traitor!	Next Paper Comes Out When?
Cobia		Go Figure — Figurative Language and Powerful Style	Ways With Words: CRISP Style for the Journalist	Watchin' the Dogs	Educating Administrators on Your Campus
Damselfish			Video Services: Building Effective Practices	Webcasting Rules, Fees and Copyrights	What Are All Those Numbers on My Camera?
Fantail		Creating a Daily Drive Time Show and Getting Paid to Do It	Applying for Federal Funding for Your Non-profit Radio Station	Nielsen in the Classroom	Building Skill Sets — It's More Than Knowing How to Run the Board
Grouper		Getting Online Quickly	Daily Newspaper Roundtable: Newsroom Leadership	Covering a Natural Disaster	How to Organize, Schedule and Publish a Print and Online News Magazine
Labrid A		Your World View as a Foundation for Ethical Advising	Managing Multiple Campuses	Live! From Your Campus! It's the First Amendment!	Could Your News Be Too White?
Labrid B		J-School for the "Y" Generation	Developing Rapport With Your Clients (PR)	The Undertaker Takes His Coffee Black	Selling College Media
Mako		TV/Video Automation and Operations Roundtable	Radio Managers Roundtable	News Directors Roundtable	Radio Automation Roundtable
Nomeus		Policing Plagiarism	Design in the Alternative Universe	Be an Idea Machine	Internship or Exploitation?
Palani A	Coaching Writers — Part II				Constructive Critique-cizing
Walu			What Exactly is a "Media Group?"	Team Building to Maximize Sales	Producing a Great Newscast
Zander					

1 p.m.	2 p.m.	3:30 p.m.	4:30 p.m.	5:10 p.m.
Developing Talent — go from "Joe" to "Pro"	The College Radio Crisis (and How to Survive)		Broadcast Advisers Roundtable	
The Ethics of Breaking News Online	Using Improv Comedy to Make Your Staff a Better Team			African American Student Journalists Roundtable
Designing Your Magazine: From Concept to Execution	Coaching Like a Peer			Asian American Student Journalists Roundtable
New Broadcast Advisers: What They Didn't Tell You, But We Will		Pledge Drive Primer 3:30-4:20 p.m. Damselfish, Second Floor	Setting Up a Social Networking Program for Your Radio Station	
50 Valuable Broadcast Websites in 50 Minutes	Radio Imaging for College Stations		Swag Swap	
	Cutting Edge Design			Native American Student Journalists Roundtable
Breaking Out of the Editorial Page	The Myth of Objectivity	Opening Convention General Session Keynote Speaker Mark Russell and Adviser Awards Presentation 3:30-5 p.m. Crystal Ballroom, Lobby Level		Orlando III: Briefing Of Participants for Photo Competition
Unleash the Power of the First Amendment	The Pointy-Toed Kicker: How to End Your Story With a Kick			State & Regional Roundtables for Student Journalists (Small School)
Music Directors Roundtable	TV/Video Managers Roundtable		High School Radio Roundtable	
Visual Journalism: The Future is Now	Magazine Creation			State & Regional Roundtables for Student Journalists (Large School)
The Slow Journalism Movement	Working With Different Leadership Styles			Lesbian and Gay Student Journalists Roundtable
Connecting With the Newspaper Course	I'm Sorry, Officer, He Was Arrested For WHAT?!			
No Blunt Trauma: Opinion That's Smart, Funny and Thought-Provoking	Meet ACCM			Technology Roundtables for Student Journalists

on the lobby level. To qualify, students must be registered for the convention, have their own digital photo equipment, work regularly as photojournalists for student publications that belongs to ACP or whose advisers are members of CMA, and be present when the list of participants is announced at 5:10 p.m. Thursday in Crystal Ballroom on the lobby level. Limited to one participant per school.

Oceans Ballroom Foyer, Lobby Level

Bradley Wilson, North Carolina State University

Photojournalism/Ethics/Media Law
9:50 a.m.

Should We Run This?

Do you run a photo that shows someone in a negative light, like an athlete who has lost the big game? Can you use images from the internet or someone's Facebook page? Should we use pictures that the university supplied? These are the kinds of questions many college journalists are facing. This discussion by Chris Birks of Benedictine University will focus on the ethical and legal ramifications of publishing certain kinds of images, no matter if they are seen in a print publication or online.

Wedgewood Ballroom, Lobby Level

Chris Birks, Benedictine University

Ethics/Professional Development
9:50 a.m.

Your World View as a Foundation for Ethical Advising

Your world view affects everything you do, including making advising decisions throughout the academic year. Two veterans will lead a discussion of how advisers can develop a personal ethical framework for taking on our daily challenges.

Labrid A, 2nd Floor

*Mark Witherspoon, Iowa State University
Trum Simmons, Harrisburg Area Community College*

Two-Year College/Non-Daily Newspaper/Daily Newspaper
9:50 a.m.

Go Figure — Figurative Language and Powerful Style

This session is a quick introduction to the wonderful stylistic flair and persuasive power of rhetorical figures. These "turns of phrase" recognized and developed to precision by the great classical communicators of Greece and Rome and have not lost their usefulness in modern times. In fact, knowing a few of them can give the literary journalist, feature writer, columnist, or editorialist a distinctive and powerful way with words.

Cobia, 2nd Floor

Frank Coffman, Rock Valley College

New Media
9:50 a.m.

Getting Online Quickly

This session includes the various forms of WordPress and how to decide which version to use, how to upload WordPress.org, customizing the site, choosing templates, basic web design and navigation. Geared toward getting smaller colleges online. Participants can follow along and build a free WordPress site on their own laptops.

Grouper, 2nd Floor

Christina Drain, Pensacola State College

Vendor Session
9:50 a.m.

J-School for the "Y" Generation

Come explore the world of journalism! Learn the dynamics of applying to a graduate school of journalism, and find out if J-School is the best choice for you!

Labrid B, 2nd Floor

Representative from CUNY Graduate School of Journalism

Student Leadership
9:50 a.m.

What #@&% Story

DO You Want?

If you've ever uttered these words of frustration, or even just thought them to yourself, this is the session for you. How do we successfully encourage writers to take assignments? We can beg and plead, we can command... but in the end, it all means nothing when we have a list of great story assignments with no names beside them. This session will explore some techniques for making story assignments, and making names beside them. This session will explore some techniques for making story assignments, and making them easier. In 50 minutes, can YOU learn how to get your writers begging for more? Come find out!

Atlantis A, Lobby Level

Mat Cantore, Hudson Valley Community College

Daily Newspaper/Career Development
9:50 a.m.

Thinking Like an Editor

You can be terrific at making story assignments, editing copy, writing headlines, designing pages and other nuts and bolts of producing a newspaper — if you master the not-so-obvious. This session will include tips on managing people, averting crises and generally not driving yourself nuts.

Bill Elsen finished a 33 1/2 year career, primarily as an editor, at The Washington Post in March 2004. From 1994-2001, he was director of recruiting and hiring for the newsroom.

He is an editor for the Newspaper Association of America and its foundation, the Freedom Forum Diversity Institute, the Maynard Institute for Journalism Education, and John Snow Inc., a public health research and consulting firm. He is an adjunct faculty member for the Diversity Institute at Vanderbilt University.

Elsen travels to universities, conventions, and college and high school workshops to work with young journalists.

Oceans Ballroom 9, Lobby Level

Bill Elsen, Washington Post, retired

Non-Daily Newspaper
9:50 a.m.

Policing Plagiarism

How to spot plagiarism in your newsroom and what to do when you find it.

Nomeus, 2nd Floor

Mike Trice, Florida Southern College

Yearbook/Student Leadership
9:50 a.m.

Recruitment and Retention for Yearbook Staffs

It takes a game plan to have the right team in place for the yearbook staff. This session will look at recruitment, retention and skill recognition and organization tips for editors to consider when hiring their staffs.

Oceans Ballroom 11, Lobby Level

Laura Widmer, Northwest Missouri State University

Broadcast
9:50 a.m.

College Broadcasters, Inc (CBI) Welcome to Orlando

Learn more about College Broadcasters, Inc. from members of the Board of Directors. We'll share CBI's purpose for serving college media across the country, what we can do for your radio, television, or web casting station, and take your questions. New students, staff, and advisers are all welcome to attend! Even if this isn't your first time at the national convention, please feel free to join us and contribute to the conversation! We will also inform you of changes to the sessions and important organizational business. CBI wants to help you make the annual conventions more important to you and your operations. Through various tools, we have learned that we are serving a large portion of our members

very well, but we want to do better! We have also learned that some members feel under-served and we think we are beginning to address those issues via this convention, but we want to hear from you as well. Please bring your thoughts about how we can improve what we do!

Anemone, 2nd Floor

CBI Board

Broadcast
9:50 a.m.

Creating a Daily Drive Time Show and Getting Paid to Do It

Has your station considered an afternoon drive program to give continuity to your station programming? How do you determine the right students to host the program? How do these students manage a daily show? How do you generate community interest and underwriting dollars? The hosts of "The Afternoon Rush" at BGSU discuss the challenges of developing a daily program, the benefits and offer tips to implement a drive time show on your station.

Fantail, 2nd Floor

*Stephen Merrill, General Manager, WBGU-FM, Bowling Green State University
Craig Sullivan, Program Host, WBGU-FM, Bowling Green State University
Rebecca Priebe, Program Host, WBGU-FM, Bowling Green State University*

Broadcast
9:50 a.m.

TV/Video Automation and Operations Roundtable

This roundtable will provide a forum to discuss the operation of campus TV stations as it relates to automation and operation issues. There will be no formal structure to the roundtable to allow those in attendance to share their experiences and ask questions. Conversation topics may include (but are not limited to) automation hardware/software, programming theories and sources, legal issues, and operation policies. A moderator will be on hand to facilitate quality discussion, participation and networking.

Mako, 2nd Floor

Justine Stokes, Titan TV, University of Wisconsin, Oshkosh

10 a.m. Thursday

Newspaper
10 a.m.-4:30 p.m.

Editor in Residence

Come to the CMA information table and sign up for a 20 minute meeting with Bill Elsen, convention editor-in-residence, who recently retired from The Washington Post. Elsen, a former editor with The Washington Post, will meet one-on-one with students as the Editor in Residence. This program offers students someone to talk with during the convention on subjects ranging from management and leadership issues, questions about journalism's ethical or legal dilemmas, critiques of their work, how to get a job or an internship. In addition to serving as an editor, Elsen spent seven years as the director of recruiting and hiring for The Post's newsroom. He also served as executive sports editor, metro staff writer, assistant foreign editor, night city editor and assignment editor on the national desk at the Washington Post.

Oceans Ballroom Foyer, Lobby Level

Bill Elsen, retired, Washington Post

Two-Year College/ Non-Daily Newspaper
10:10-50 a.m.

Ways With Words: CRISP Style for the Journalist

Learn a useful method for stylistic revision (dubbed C.R.I.S.P.) to help you along the path to clarity, brevity, simplicity, and power with words. Learn how a few useful, tried and true devices of figurative language can add distinction to

your features, columns, editorials, and literary journalistic endeavors.

Cobia, 2nd Floor

Frank Coffman, Rock Valley College

Mentoring/New Member
10:10:50 a.m.

I'm a Media Adviser...Now What?

Congratulations! You've made the move to being a College Media Adviser ... now what? College Media Advisers Mentoring Program is a great opportunity to learn from veteran, experienced advisers. Come learn more about the program and meet more new advisers.

CMA Suite, 1094/1095

*Sally Renaud, CMA President
Manid Bryson, College of Charleston
Kelly Messinger, Capital University*

Magazine/Newspaper/Career Development
10:10:50 a.m.

How to Transition From Newspapers to Magazines

Reporters are used to the inverted pyramids "who, what, where, when, why" and "how" style of writing. Magazines, however, require a more narrative, feature-writing style. The session includes successful writing/storytelling techniques, instruction on how to pitch freelance assignment ideas to editors, and advice on getting a full-time magazine job. It will be led by Mark Mayfield, a former college newspaper editor who worked as a reporter and editor for 10 years at USA Today before making a transition to the magazine industry. He served as editor-in-chief of three national magazines (House Beautiful, Traditional Home, and Art & Antiques).

Oceans Ballroom 10, Lobby Level

Mark Mayfield, University of Alabama

Daily Newspaper/Student Leadership
10:10:50 a.m.

Daily Newspaper Roundtable: Newsroom Leadership

Who understands the challenges of running a daily college newsroom better than other editors? Editors and managing editors can meet, swap ideas and brainstorm solutions to age-old problems at this session. Come prepared: Bring one great idea that has helped your newsroom and one problem that you need help with.

Grouper, 2nd Floor

Erica Perel, University of North Carolina, Chapel Hill

Non-Daily Newspaper/New Media
10:10:50 a.m.

What Exactly is a "Media Group?"

After nearly 100 years of serving residents of central Florida, the Lakeland Ledger realized it was no longer just a daily printed newspaper, but a growing media group distributing news and information in ways that best suit its audience's lifestyle. In addition to updating the name to the Ledger Media Group, the editors had to reorganize a newsroom and reorient a staff to reflect its expanded focus. Managing Editor Lenore Devore will discuss how the transition is going.

Walu, 2nd Floor

Lenore Devore, Managing Editor, Lakeland Ledger

Non-Daily Newspaper/New Media
10:10:50 a.m.

Blogging Basics With Wordpress

This session will introduce students to the basics of blogging with Wordpress. It will also present the challenges and benefits of Wordpress as a college newspaper platform.

Coral Ballroom B, Lobby Level

Richard Gaspar, Hillsborough Community College

Design/Newspaper
10:10:50 a.m.

Design in the Alternative Universe

The Eskimos use more than 30 words that mean "snow." Why do we have so few that mean "story"? The possibilities with storytelling approaches are endless, can register with readers in a bigger way than straight narratives, and add a lot of life to your work. All it takes is a little planning. SND Executive Director Stephen Komives shows you how to identify opportunities for alts and make them happen in your newsroom.

Nomeus, 2nd Floor

Stephen Komives, Society of News Design

Yearbook/Newspaper/Magazine
10:10:50 a.m.

Ummmm... IDK

All reporters know that everything they write is their grand opus. All copy editors know this to be patently false. No matter the depth of the reporting or the skill with which you employ literary techniques, there are always ways to make your writing stronger. This session will show you some quick tips to clean your copy, tighten your writing and pick your own nits before the copy desk has the chance.

Oceans Ballroom 11, Lobby Level

Nicole Hill, Austin American Statesman and Student Press Law Center intern

First Amendment

10:10:50 a.m.

Opening a Shut Case

It's imperative that you create an atmosphere in your newsroom in which reporters and editors routinely expect public officials to do the public's business in public. This can take training of reporters and public officials. The conversation will start with how to do Freedom of

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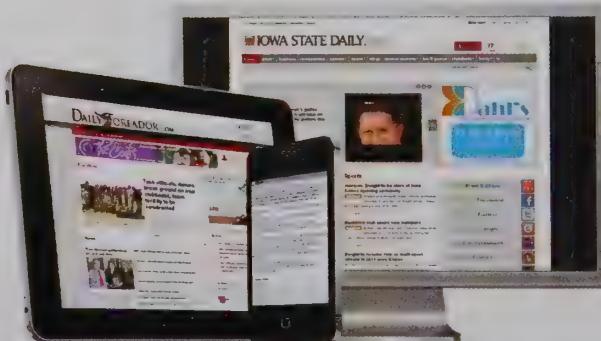
Mark Witherspoon
Editorial adviser, *Iowa State Daily* (Iowa State)

"It's been a dream working with the folks at TownNews.com. We're not used to such fantastic customer support."

David Swartzlander
Adviser, *The Doane Owl* (Doane College)

"You won't find a bigger TownNews fan. Having complete control over advertising has allowed us to make more than we have ever made online."

Jon Blazak
Editor in chief (2010-11), *The Round Up* (New Mexico State)



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Atlantis A, Lobby Level

*Mark Witherspoon, Iowa State University
Chuck Baldwin, University of South Dakota*

Digital Media/Advertising/Business
10:10:50 a.m.

Need More Readers? Discover the Niches

As readers are exposed to more and more news and information choices, finding ways to target and reach those readers has become increasingly important. Relying solely on a single website or publication may not serve the editorial or the advertising needs of your organization. By learning how to build, manage and promote a niche community that's specific to topics and communities on your campus, publications can maximize their exposure to readers while developing alternative revenue sources. This discussion will explore how to evaluate your niche possibilities, pulling together all of the tools available to build effective niche products for your publication, and how to develop an independent voice that's separate from your main publication.

Wedgewood Ballroom, Lobby Level

*Charlie Weaver, Iowa State University
Brian Smith, Iowa State University*

Professional Development
10:10:50 a.m.

Managing Multiple Campuses

How do you keep quality, staffing and media goals consistent across multiple campuses of the same institution and still let each location set its own tone and forge its own path? How can advisers work together effectively to bridge the gaps (literally and figuratively) between the locations? How can students work together and share resources to improve media products at all locations? At SCAD in Savannah and Atlanta, student and advisers work together to manage all of this at two very different campuses. Learn the secrets to better communication, resource sharing and more.

Labrid A, 2nd Floor

*John Bennett, SCAD Savannah
Allison Dyche, SCAD Savannah
Jessica Clary, SCAD Atlanta*

Advertising-Business-Marketing
10:10:50 a.m.

Advertising Lessons from Mr. Magoo

Quincy Magoo, a.k.a. Mr. Magoo, a cartoon character created in 1949 by UPA animation studio (and recreated as a 1997 live-action comedy starring Leslie Nielsen), can teach us a lot about the business of advertising. Magoo's nearsightedness cast him into sticky situations which created larger challenges. We'll utilize Mr. Magoo cartoons to find new insights to your own business challenges (e.g. sales team retention, relationship selling and new business development). Please bring paper, pen/pencil PLUS your creative spirit to this fun, interactive event.

Atlantis B, Lobby Level

Cristi A. Freudenthal, Oral Roberts University

Broadcast
10:10:50 a.m.

Sports Talk Radio

Hear the truth about the sports-talk business from this 1080AM "The Team" Orlando show co-host including show prep ideas, booking and interviewing athletes and handling listener phone calls.

Anemone, 2nd Floor

Mike Tuck, Radio Co-host, 1080 ESPN

Broadcast
10:10:50 a.m.

Video Services: Building Effective Practices and Essential Experiences in Video Production

Learn how UK's Wildcat Student TV coordinates video services for a variety of campus groups in order to build a network of support, offer training for student members, create opportunities to promote the station, and generate revenue for future projects and equipment purchases.

Damsel Fish, 2nd Floor

*William Allen, WSTV Adviser, University of Kentucky
Josh Edmonds, WSTV General Manager, University of Kentucky*

Broadcast
10:10:50 a.m.

Applying for Federal Funding for Your Nonprofit Radio Station

The presenters will outline a process for applying for a radio Community Service Grant from the Corporation for Public Broadcasting. Discussed will be qualifications, timelines, receiving the funds and using the funds for your station. The presenters have recently upgraded their university radio station to an all-digital transmission process using the CPB Community service grant process.

Fantail, 2nd Floor

*Stewart Blakley, WBCX-FM, Brenau University
Ted Garner, WBCX-FM, Brenau University*

Broadcast
10:10:50 a.m.

Radio Managers Roundtable

This roundtable will provide radio managers an opportunity to gather in a fairly unstructured session to share success stories, challenges, strategies and other issues in common. This interactive session will allow peers from around the country to learn and grow while networking at the same time. While there is no formal structure to this roundtable, there will be a moderator who will keep the conversation on-topic and allow for participation from multiple participants to address as many issues as possible.

Mako, 2nd Floor

*Omar Ahmad, Seton Hall University
Greg Newton, Ohio University*

Advertising-Business-Marketing
10:10:50 a.m.

Developing Rapport With Your Clients (PR)

Sales reps are often hesitant and a little afraid to approach potential clients. Learn helpful tips on who to develop relationships with your clients and gain their confidence and loyalty to your media program. Statistics show that clients are more willing to do business with those who are more attentive and pleasant to work with.

Labrid B, 2nd Floor

Evelyn Gardner, The George Washington University

Vendor Session
10:10:50 a.m.

Monetize with Mobile Apps

Immediately and easily get into the app world, and generate significant revenue with our unique location-based, real-time ad platform.

Bluegill, 2nd Floor

Tim Roberts, iCampusTimes

11 a.m. Thursday

Non-Daily Newspaper
11:11:50 a.m.

Making the Grade — for Advisers

How to set up a fair grading system for newspaper staffs that also double as classes. This seminar is geared specifically for advisers from schools where the newspaper staff is also a class (but editors are welcome as well). This adviser will offer tips he has picked up from previous ACP/CMA seminars on how to fairly grade students while honoring their First Amendment rights and not violating prior review/prior restraint policies. A sample syllabus will be available.

Coral Ballroom B, Lobby Level

Rob Marino, Central Florida Community College

Ethics/Design/Photojournalism
11:11:50 a.m.

Fakin' It With Photoshop, or 10 Ways to Destroy Your Credibility

From the home office here are the top 10 ways to try to fool your audience, fake out your associates, violate your ethical sensibilities and destroy your credibility. While Photoshop is a wonderful tool for making certain documentary pictures appear displayed to their best effect, it is a power that must always be used for good, and never for evil.

Oceans Ballroom 10, Lobby Level

Bill Neville, University of Alabama-Birmingham

Non-Daily Newspaper
11:11:50 a.m.

Watchin' the Dogs

Tips, tricks and rules for covering student government. This short course will focus on how students can perform their watchdog roles and report on their student governments without being banished for their entire college experience.

Cobia, 2nd Floor

Kenna Griffin, Oklahoma City University

Daily Newspaper
11:11:50 a.m.

Traitor!

How to deal when uncovering scandal in your school's athletic department. Panelists will include a sports writer for the New York Times and students who have uncovered or written about malfeasance in their school's athletic programs. How do you handle writing about your school's issues and dealing with the fallout when people call for your head.

Bluegill, 2nd Floor

*Ed Morales, moderator, University of Georgia
Karen Crouse, New York Times
Rachel Bowers, University of Georgia*

Newspaper/New Media
11:11:50 a.m.

Covering a Natural Disaster

A massive tornado hit Tuscaloosa, Ala., on April 27, killing 43 people, including six University of Alabama students, and injuring nearly 1,000 others. The overwhelming devastation presented a major challenge — and opportunity — for The Crimson White, the university's student newspaper. Over the next two weeks, CW editors and reporters posted more than 100 stories and videos on their website, and made hundreds of Facebook and Twitter updates. Their efforts drew tens of thousands of new online readers, as well as national acclaim. The combination of solid reporting and constant use of social media proved to be highly successful, and may serve as a model for others faced with a similar crisis.

Grouper, 2nd Floor

*Paul Wright, University of Alabama
Mark Mayfield, University of Alabama
Victor Luckerson, University of Alabama
Jonathan Reed, University of Alabama*

Design/Newspaper
11-11:50 a.m.

Be an Idea Machine

The 80-inch story with one mug shot. The numbers-laden data dump. The abstract concept that changes focus right up to the deadline. The perennial festival that rolls around year after year. How do you visually illuminate a story that's hard to tell or has been told a million times before? This session will teach you how to master the art of brainstorming, whether you work in a large team or are a creative army of one.

Nomeus, 2nd Floor

Bonita Burton, Visuals Editor, Orlando Sentinel

Yearbook/Magazine
11-11:50 a.m.

Magazines: the Future or the Death of Yearbooks?

For those who have struggled with the viability of the hardcover yearbook, this session is open to anyone who cares about the future of yearbooks. Session leader Geoff White will share his experience with a student-led push to turn the annual yearbook into a magazine. This roundtable discussion will focus on topics such as costs, production schedules and manpower needs. Questions to answer are: Can a yearbook be condensed into a magazine? What stays? What goes? Do the savings make up for the loss of content? And will that lost content be missed?

Atlantis A, Lobby Level

Geoff White, Radford University

Yearbook
11-11:50 a.m.

Crossing Yearbook Boundaries

Don't call it idea theft; it's inspiration. Learn by example as we look at the ways collegiate books use design, content, coverage and photography to best tell their campus' stories.

Oceans Ballroom 11, Lobby Level

Randy Stano, University of Miami

First Amendment
11-11:50 a.m.

Live! From Your Campus! It's the First Amendment!

Standing up publicly for free press and speech on a college campus can often lead to student media backlash. Whether it involves missing newspapers from newsstands, student governments seeking sanction against editors for content they don't like, or faculty advisers facing job loss, the challenge to report while others try to stifle is real. We'll be discussing real-life lessons on how to keep one's professionalism when dealing with administrators, resources that are available, how to keep those in power from reframing the argument, and tips for keeping sight of what is really at stake during these controversies — the First Amendment rights of students. This session will highlight recent cases of student media confrontation and offer strategies for media leadership, conflict resolution and legal recourse. Attendees are encouraged to bring their own stories to share in the interactive Q & A.

Labrid A, 2nd Floor

Michael Koretzky, Florida Atlantic University
Andrea Bremer Frantz, Robert Morris University
Frank LoMonte, Student Press Law Center
Robert Bortel, Bowling Green State University

Photojournalism
11-11:50 a.m.

And Now a Word From the Editors

Photography editors from around the country will lead a discussion about everything from job descriptions to staff recruitment and retention to sports photography. The editors represent small schools and big schools and will have a

variety of stories to share. Other editors, photography editors and photojournalists should come to share ideas.

Wedgewood Ballroom, Lobby Level

Matt Stamey, The Gainesville Sun

Magazine/Newspaper
11-11:50 a.m.

The Undertaker Takes His Coffee Black (And Drives a Hearse With 71,000 Miles on it)

The first thing you learned in a journalism class is that a good reporter needs a keen eye for detail. Simple enough, right? Wrong! A veteran reporter, editor, and writing coach (Los Angeles Times, Washington Post, Chicago Tribune) shows you how to drastically improve your reporting by writing detail-driven stories. Learn the skills you need to discern the irrelevant from the irreverent, and make your story jump off the page.

Labrid B, 2nd Floor

Rob Kaiser, Director, Multimedia Journalism Program, Canisius College

Advertising-Business-Marketing
11-11:50 a.m.

We Are re:fuel

re:fuel, a former division of Alloy Media + Marketing, is the leading marketing firm connecting a wide range of brands, including half of the Fortune 100, with niche and thriving consumer segments through college newspapers. With decades of expertise serving college audiences, re:fuel deploys brand campaigns that speak to college students in their world, throughout their day. We invite you to join us for an informational session on who we are and learn how we generate ad dollars for college newspapers.

Atlantis B, Lobby Level

Rachel Pope, re:fuel

Broadcast/New Media
11-11:50 a.m.

Integrating Facebook Pages Into Your Online News Strategy

This session will focus on building an online audience for your student medium using Facebook fan pages. Topics will cover: setup, implementation, ways to acquire Facebook "Likes", integrating Facebook "Places", tracking users analytics, and useful applications for a student news fan page.

Anemone, 2nd Floor

Ben Eveloff, Lewis University

Broadcast
11-11:50 a.m.

Webcasting Rules, Fees and Copyrights

Web casting and broadcasting copyright issues for radio can be confusing. This session will explain the different rights involved and what is required to operate within the rules and how much that costs.

DamselFish, 2nd Floor

Will Robedee, Executive Director, CBI General Manager, KTRU Rice University
Joel Willer, Director of University Broadcasting, University of Louisiana at Monroe, KEDM/KXUL
Travis Ploeger, Manager, Licensing and Enforcement, SoundExchange

Broadcast
11-11:50 a.m.

Nielsen in the Classroom: Professional Education Curriculum

The Nielsen Company offers a wide variety of free curriculum for the classroom. The curriculum will be growing soon. Learn

what is available and how you can use it when teaching about ratings, research and marketing.

Fantail, 2nd Floor

Michelle Kocsis, The Nielsen Company
Amy Dreher, The Nielsen Company
John Morris, Moderator, University of Southern Indiana

Broadcast
11-11:50 a.m.

News Directors Roundtable

News Directors and their staffs will meet to share ideas, what works well and what does not work well in their news gathering and reporting. Public Affairs/Talk Show hosts and directors are also welcome. Participants will share in small groups with a summary for the larger group at the end.

Mako, 2nd Floor

Dave Black, General Manager, WSUM-FM, University of Wisconsin-Madison

Advertising-Business-Marketing
11-11:50 a.m.

Team Building to Maximize Sales

Is your sales staff working against each other? Is someone on staff bringing the rest down? Find out how to bring your sales team together and turn that negative attitude into something positive. Fun, interesting concepts will be presented that will change the way your staff views ad sales and each other.

Walu, 2nd Floor

College Media Network

Noon Thursday

Career Development
Noon-4:30 p.m.

Drop Off Résumés and Cover Letters

Students seeking career and internship interviews on-site Saturday with media recruiters can drop off resumes and cover letters in the appropriate drop boxes at the table in the Oceans Ballroom Foyer on the Lobby Level. Boxes are marked with the organization's name and a limited amount of information about the company and openings available. Be sure and check back Friday afternoon at 6:00 p.m. to see if your name has been selected. Representatives will be conducting interviews on Saturday in the Coral Ballroom B, Lobby Level. Selected students must be available for interviews between 8:30 a.m. and 4 p.m. Saturday.

Oceans Ballroom Foyer, Lobby Level

Bonnie Thrasher, Arkansas State University

New Media
Noon-12:50 p.m.

Developing the Converged Student Newsroom

Covering the process, politics and technology behind bringing student media groups together. The session will go over the challenges and gains of content sharing between student media groups and between those groups and journalism classes. It will also explore the development of an assignment system that is in real time and allows members of media groups to work together in multimedia news coverage.

Coral Ballroom C, Lobby Level

Julio Delsesto, Keene State College

New Member
Noon-12:50 p.m.

Educating Administrators on Your Campus

Do you think administrators on your campus are out to make your life miserable? Sometimes it helps to educate them by using terms they understand. What about the strengths, opportunities, challenges and weaknesses of student media and its relationship with administrative offices on campus?

A veteran adviser will share some of her success stories and provide tips on how to keep a professional relationship with your administrators.

Cobia, 2nd Floor

Laura Widmer, Northwest Missouri State University

Professional Development/Research
Noon-12:50 p.m.

Constructive Critique-cizing: How Does Your Mark-Up Stand Up

It's one of the most important jobs an adviser does — giving post-production feedback. A panel of advisers will demonstrate several mark-up methods and share a variety of best practices for distribution and feedback. An open session at the end of the discussion will allow other advisers and editors to share their helpful hints. Panelists will include advisers who keep a blog, use PDFs, mark up the actual paper or simply send out written critiques. We'll go through the actual mechanics of setting up a critique blog and using Acrobat Pro to mark up PDFs. If you're frustrated the messages in your time-consuming critiques aren't reaching your students, this how-to/round-table of best practices will leave you fired up and well-equipped to effectively reach your staff.

Palani A, 2nd Floor

Barbara Allen, Oklahoma State University

Design/Newspaper
Noon-12:50 p.m.

Chicken Salad

All the copy is late, most of the photos are weak, and your production deadline is in 36 hours. But that doesn't stop the EIC from hovering over your computer and asking, "Can't you add a pull-quote or a chart or something?" How are you supposed to whip up award-winning pages under these conditions? A professional designer will show you how — by redesigning actual college newspapers, from front pages to feature spreads. And in minutes, not hours. Note: this presentation is all new.

Oceans Ballroom 10, Lobby Level

Michael Koretzky, Florida Atlantic University

Magazine/New Media
Noon-12:50 p.m.

How to Organize, Schedule and Publish a Print and Online News Magazine

Producing a college publication takes structure and organization. In order for The Independent to have an online presence as well as a traditional print publication, we have organized staggered deadlines created to suit a small staff. We utilize our entire staff to produce both online and print news. When staff members are working on production of one publication, others are working on the management or distribution of the other.

Grouper, 2nd Floor

*Leslie Blood, Fort Lewis College
Kaitie Martinez, Fort Lewis College*

Non-Daily Newspaper/Two-Year
Noon-12:50 p.m.

Next Paper Comes Out When?

A veteran of a biweekly student paper who is now working at the Lakeland, Fla., daily, The Ledger, will discuss the shift in mentality and work habits that a daily deadline requires and how you can successfully navigate the switch.

Bluegill, 2nd Floor

Christine Simone, The Ledger, Lakeland, Fla.

Daily Newspaper/Design
Noon-12:50 p.m.

Catching Eyeballs: Newspaper Design That Matters

I'm going to assume you know what kind of design doesn't work (Dutch wraps, no. If you don't know what a Dutch wrap

is, look it up). What you'll see here is design that does work, and how easy it is for you to do at your publication.

Coral Ballroom B, Lobby Level

Ed Morales, moderator, University of Georgia

Ethics/Newspaper
Noon-12:50 p.m.

Ethics in Interviews: Mapping the Minefield

How far should you go to explain "on the record" and "off the record" in your interviews? Does it make a difference if you talk to the source regularly? How about if the source is the president of the college or the president of the SGA? What if your responsibilities to your source and to your audience come into conflict? Make a map now by answering some key questions about your interviewing principles and practices.

Atlantis A, Lobby Level

David Simpson, Georgia Perimeter College

Ethics
Noon-12:50 p.m.

Internship or Exploitation?

Internships are the only way to get experience, but are we fostering a culture of exploitation when we trade college credit in exchange for wages? Ross Perlin noted that three-quarters of the nation's 10 million college students will do an internship, and between one-third and one-half will get no compensation. After graduation, many students continue to find they must do unpaid internships to eventually land a job. This session explores the issue and discusses alternative ideas to get clips and help the press, too.

Nomeus, 2nd Floor

Pat Winters Lauro, Kean State University

Yearbook/Design
Noon-12:50 p.m.

Design Tweaks and Fixes

All designers know: It's never perfect. Join this veteran feature designer to learn how small changes can make a big difference. Look at old designs in a brand-new light and find inspiration on how to make them better.

Oceans Ballroom 11, Lobby Level

Bryan Dugan, University of Oklahoma

First Amendment
Noon-12:50 p.m.

Make it a Contract, Not a Conflict

Want to learn how to quit the annual crawl to student government on your hands and knees asking for a handout? The executive director of the Student Press Law Center and an adviser will discuss how to negotiate distribution contracts that make life — and your relationship with the student government — so much easier.

Oceans Ballroom 9, Lobby Level

*Frank LoMonte, Student Press Law Center
Mark Witherspoon, Iowa State University*

Photojournalism/Career Development
Noon-12:50 p.m.

What Journalism Students Need to Know Before They Graduate

Crystal Lauderdale, a regional editor for patch.com, will give an overview of the skills almost every journalist — reporter, photographer, graphic designer, etc. — need to function in the industry today. She will also give attendees a handout "sample resume" as an illustration of the kinds of skills and experience they should be able to include in their own upon graduation.

Wedgewood Ballroom, Lobby Level

Crystal Lauderdale, Patch.com

Advertising-Business-Marketing
Noon-12:50 p.m.

Selling College Media

It is a whole new game out there and we need it to be better than ever. This session will talk about what kind of salesperson it takes, where to find customers, packaging our products and how to organize yourself and your staff for media sales. We will include lots of sales information with discussion on what we are all doing to make it work in today's changing world. There will be handouts for you to take back to your publication that will help you with sales and training.

Labrid B, 2nd Floor

Annette Forbes, Iowa State Daily

Broadcast
Noon-12:50 p.m.

Producing a Great Newscast

There are a million approaches to producing outstanding and memorable TV newscasts. Creative producers give viewers solid journalism, visual pizzazz, bright-conversational writing and a rhythmic approach the viewer will remember. Mike Gade, has been producing award winning TV newscasts for 30 years. He is an expert at taking big and small stories, tying them together and bringing them to life. He will show students how to produce and create memorable newscasts.

Walu, 2nd Floor

Mike Gaede, Florida Atlantic University

Broadcast
Noon-12:50 p.m.

Getting Along With Your Licensee

CBS SPECIAL TRACK

A 24/7 heavy metal radio station at a Catholic University? For 25 years, WSOU's hard rock format has resided comfortably (mostly) on campus of Seton Hall University. Relationships between student-run stations and their university owners can be rocky. This panel will discuss how stations can improve those relationships while remaining true to their mission and values. Come ready to share your experience and questions with the panel.

Anemone, 2nd Floor

*Mark Maben, WSOU-FM General Manager, Seton Hall University
Omar Ahmad, WSOU-FM Station Manager, Seton Hall University*

Broadcast
Noon-12:50 p.m.

What Are All Those Numbers on My Camera?

1080x720, 24p, 60hz, F2.8...Do you get confused by all the numbers on your video camera? Are you unsure of when and why you would use a certain setting? This session will breakdown all of those numbers to clearly explain what they do and how they can better your production.

Damselish, 2nd Floor

Cara Friez, Campus 31 Television, East Carolina University

Broadcast
Noon-12:50 p.m.

Building Skill Sets — It's More Than Knowing How to Run the Board

Teaching new staffers how to begin to do radio requires a bit more effort than just having one of the longer term (sometimes last semester's newbie) staff show them how to operate the board, cue a CD cut or access the computer music bank, open the mic and speak. This session will cover the three stage training process employed by Valdosta State's student station. Developed over a number of years and refined to key essentials for fresh recruits with no broadcast background the process has successfully generated BlazeFM staff who truly hit the air running instead of bumbling. This session features a 30 year broadcast vet and talent developer

and a campus station manager (who also has almost 10 years of industry experience).

Fantail, 2nd Floor

*Michael Taylor, WVVS Blaze-FM, Valdosta State University
Daniel Oakes, WVVS Blaze-FM, Valdosta State University*

Broadcast
Noon-12:50 p.m.

Radio Automation Roundtable

This roundtable discussion will discuss the use of radio automation within modern college radio stations. It will allow stories to be shared about the problems radio stations can face when using an automation system, as well as solutions to those same problems. Participants will be able to share their own experiences, in addition to being able to network with their peers.

Mako, 2nd Floor

Al Reynolds, Assistant Engineer, Eagles FM 99.1 WIKD

Church Related/Diversity
Noon-12:50 p.m.

Could Your News Be Too White? — Reporting Diversity on Campuses Where Diversity is Lacking

Church-related colleges/universities almost have an obligation to be less exclusive and more inclusive in terms of coverage. Get some ideas from some seasoned advisers on how to "mix up/liven up" your reporting.

Labrid A, 2nd Floor

*Dean Nelson, Point Loma Nazarene University
Tim Posada, Azusa Pacific University
David Dixon, Malone University
Michael Longinow, Biola University*

1 p.m. Thursday

1-5 p.m.

Student Media Critiques Check-in

Students and advisers can register from 1-5 p.m. Thursday in Oceans Ballroom foyer area on the lobby level for newspaper, magazine, yearbook and website critiques. A fee of \$10 per medium is required. Print publication critiques will be scheduled Friday from 9 a.m.-noon in the Oceans Ballroom foyer, lobby level, and Saturday from 9 a.m.-noon in the Oceans Ballroom foyer, lobby level. Website critiques will be held from 9 a.m.-3:30 p.m. in the Oceans Ballroom foyer lobby level on Friday. Students and advisers who are registered for print critiques should go to their assigned tables at the assigned time.

Oceans Ballroom Foyer, Lobby Level

Kelley Callaway, Rice University

New Member/Broadcast
1-1:50 p.m.

New Adviser Short Course I

New advisers, need some practical help? We will discuss the role of the adviser, and recruitment, training and promoting your organization whether it is print, online, or broadcast.

Coral Ballroom A, Lobby Level

*Charles Bailey, Marshall University
Kelly Messinger, Capital University
Sacha DeVroome Bellman, Miami University*

Media Law
1-1:50 p.m.

Privacy and the Law

Even in a world of reality TV, in a time where everyone's personal information is online, there's sure a thing as a right

to privacy — and legal consequences if you violate it. What topics should you avoid? What stories are fair game?

Oceans Ballroom 11, Lobby Level

Mike Hiestand, Student Press Law Center

Non-Daily Newspaper
1-1:50 p.m.

The Slow Journalism Movement: Can We Just Talk For a Minute?"

Digital journalism has made posting news fast and easy. But while we're rushing to push product to web sites and social media, we're taking less time to talk thoughtfully about our reporting and writing. One reason is that too many newsrooms communicate by texting and email. This session explores ways to toss out (some) technology in favor of actual in-person human interaction. It also advocates the writing coach model, a front-loaded approach that makes it less stressful to plan, discuss and publish better stuff.

Palani A, 2nd Floor

Dan Close, Wichita State University

Ethics/New Media
1-1:50 p.m.

The Ethics of Breaking News Online

College newspapers should craft an ethics policy explicitly addressing breaking news before a big, developing story breaks. Without one, reporters and editors caught up in the mad dash of a breaking-news story are vulnerable to errors of fact, verification; for acceptable sourcing; for editorial review; for reader-generated content; and for use of social media. Attendees will begin drafting a policy for their news organization.

Bluegill, 2nd Floor

Jill Van Wyke, Drake University

Student Leadership
1-1:50 p.m.

Our Staff Writer Just Got Arrested for WHAT?

It can be challenging to cover campus news to begin with, but how do we cover campus news objectively and fairly when the subject is one of our own? How do we separate our personal opinion from good journalism? This session is run by the adviser and students at Nicholls State who had one of their own staff arrested for cyberstalking. Hear how they covered the story, and the difficulties they encountered along the way, both professionally and personally.

Atlantis A, Lobby Level

*Nicki Boudreault, Nicholls State University
Ashley Falterman, Nicholls State University
Ross Landry, Nicholls State University*

New Media
1-1:50 p.m.

Online User Agreements and You

Not all user agreements for web sites like YouTube, Flickr and Vimeo are created equal, particularly when journalistic content is involved. Know what pitfalls to watch out for, and what kinds of risks you're taking when you click that "I Agree" button.

Coral Ballroom C, Lobby Level

Mark Goodman, Kent State University

Design/New Media/Newsprint
1-1:50 p.m.

Visual Journalism: The Future is Now

The days when newspaper designers and artists only worked in print or on the Web are gone. Today's visual journalists are going into uncharted territory as they simultaneously design and program for multiple platforms at once: print, digital, mobile and tablet. It sounds scary at first, but Orlando Sentinel design editors Todd Stewart and Wes Meltzer are

here to show you it isn't. Here's how to strategize for each platform while staying true to your journalistic foundation.

Nameus, 2nd Floor

*Todd Stewart, Orlando Sentinel
Wes Meltzer, Orlando Sentinel*

Daily Newspaper/Career Development
1-1:50 p.m.

My Life in Sportswriting: An Overnight Success Two Decades in the Making

One person's guide on how to find fulfillment and gainful employment in journalism.

Oceans Ballroom 9, Lobby Level

Karen Crouse, New York Times

New Media
1-1:50 p.m.

Contest-ed Journalism (or How I Built My Career on a Singing Contest)

What's that? You want to be a journalist so you can save the world? Make a difference? Lighten up. All journalism doesn't have to be serious. During this session, we'll talk about how interactive contests can build traffic, foster audience interaction, become a springboard for great stories and make a difference in your community.

Oceans Ballroom 10, Lobby Level

Suzi Flemming Leonard, features editor, Florida Today

Non-Daily Newspaper
1-1:50 p.m.

The Interactive News and Information Experiment

Send a tweet to @mactavius31 before the session with a hyperlink to an online video that documents what you feel is either exceptional news reporting or a critical issue that requires exposure. Videos should be no more than three minutes in length (indicate specific time frame if longer). The clips will be screened during the session, followed by a discussion.

Coral Ballroom B, Lobby Level

Geoff Carr, North Idaho College

Yearbook/Design
1-1:50 p.m.

Making the Leap From High-School to College Yearbook Design

Welcome to the big leagues. Be thankful for that high-school yearbook experience, but it's a different game designing and editing a college yearbook. Tips, examples and advice (like why you should exercise a big dose of restraint) will abound in this session.

Yellowtail Ballroom AB, Lobby Level

Ron Johnson, Indiana University Student Media

Magazine/Design
1-1:50 p.m.

Designing Your Magazine: From Concept to Execution

Coming up with a magazine's central concept or theme is a vital step in starting the brainstorming process. How do you develop a good theme and marry it to a consistent look?

Planning ahead ensures the best integration of design, photography and text, so the better your pre-planning and concept are, the better your magazine can be. The top editors of SCAN Magazine will walk through the conceptualization, planning and pre-production process they use to produce their one-of-a-kind magazine.

Cobia, 2nd Floor

*Osayi Endolyn, SCAN Magazine
Brittany Kron, SCAN Magazine
Jessica Clary, SCAN Magazine*

First Amendment
1-1:50 p.m.

Unleash the Power of the First Amendment

If you don't educate your campus about the First Amendment, nobody else is going to do it. In this session, we'll discuss why it's important and how to do it — everything from creating fun First Amendment events on campus to educating reluctant sources who refuse to provide information you need for your story.

Labrid B, 2nd Floor

Gene Policinski, Executive Director, First Amendment Center
Mark Witherspoon, Iowa State University
Andrea Bremer Frantz, Robert Morris University

First Amendment
1-1:50 p.m.

Breaking Out of the Editorial Page

If you believe one role of the editorial page is to stimulate discussion, don't limit yourself to just preaching to readers. Get them involved in special events, such as forums and debates, to discuss the hot issues on campus. Students will discuss how to ensure participation in these discussions by the community.

Labrid A, 2nd Floor

Chuck Baldwin, University of South Dakota

Photojournalism/Career Development
1-1:50 p.m.

One Man Band Reporting

Crystal Lauderdale, a regional editor for patch.com, will give an overview of the skills almost every journalist — reporter, photographer, graphic designer, etc. — need to function in the industry today. She will also give attendees a handout "sample resume" as an illustration of the kinds of skills and experience they should be able to include in their own upon graduation.

Wedgewood Ballroom, Lobby Level

Crystal Lauderdale, Patch.com

Professional Development/Research
1-1:50 p.m.

Connecting With the Newspaper Course

When the student newspaper is affiliated with a workshop, practicum, or laboratory course, the newspaper and the for-credit course can pull together or get in each other's way. Join three newspaper advisers for an exploration of this relationship and bring your questions or experiences to share.

Walu, 2nd Floor

Jeanne Criswell, University of Indianapolis
Rachele Kanigel, San Francisco State University
Paul DeBolt, Contra Costa College

Advertising-Business-Marketing
1-1:50 p.m.

Non-traditional Advertising Revenue Streams

Find out ways to increase your revenue through various non-traditional advertising plans. Directories, post-it notes, inserts, page one ads, non-traditional sizes and shapes and news rack signs can all help improve the bottom line for college newspapers.

Atlantis B, Lobby Level

Stephanie Murawski, Cal Poly San Luis Obispo

Broadcast
1-1:50 p.m.

New Broadcast Advisers: What They Didn't Tell You, But We Will

Designed for new broadcast advisers with a brief overview of what you've gotten yourself in to. Will include the short

version and where to find further resources for FCC rules, underwriting, volunteer student management hints and more.

Damselish, 2nd Floor

Warren Kozireski, General Manager, WBSU, College at Brockport
Hank McDonnell, UIWTV, University of the Incarnate Word
Cara Friez, Campus 31 Television, East Carolina University

Broadcast
1-1:50 p.m.

50 Valuable Broadcast Websites in 5 Minutes

During this session we will look at 50 web sites that are valuable to college broadcast radio stations, TV stations and cable access channels. Some links provide free information, some will cost you. Some will be helpful to advisers, many will be beneficial to student managers and staff members. Links to all sites will be available after the convention.

Fantail, 2nd Floor

Richard Gainey, General Manager WONB, Ohio Northern University
Jamie Lynn Gilbert, WKNC, North Carolina University

Broadcast
1-1:50 p.m.

Music Directors Roundtable

College radio Music Directors, take this opportunity to meet and network with your peers from around the country. Be prepared to share what works for you and seek advice for your ongoing issues.

Mako, 2nd Floor

Gregory Weston, WPTS-FM, University of Pittsburgh
Gabriela DiDonna, WPTS-FM, University of Pittsburgh

Broadcast
1-1:50 p.m.

Developing Talent — go from "Joe" to "Pro"

Learn what is required to turn your college radio experience into a career, what is expected of talent on professional radio stations, how to hone your skills as a student and how to grow talent in your station as a manager!

Anemone, 2nd Floor

Steve Winzenburg, Grand View College
Jenna Winzenburg, Program Director, 540 WFLA
Bob Page, Chief Broadcast Engineer, Radio Broadcast Center at Universal Studios in Orlando
Stephen Merrill, Moderator, WBGU-FM, Bowling Green State University

Church Related
1-1:50 p.m.

No Blunt Trauma: Opinion That's Smart, Funny and Thought-Provoking

Opinion writing can be either timid or traumatic, especially the latter in the eyes of some administrators. Explore how to write editorials, columns, etc. that are challenging, but fair and well done.

Zander, 2nd Floor

Kevin Armstrong, Oral Roberts University
Tim Posada, Azusa Pacific University
David Dixon, Malone University
Michael Longinow, Biola University

2 p.m. Thursday

Daily Newspaper/New Media/Career Development/Magazine
2-3:20 p.m.

Moving From Newspapers to Multimedia

How do you move from newspapers to online or television or radio? How do you get into the business if you haven't had

much experience? I'll show you some techniques and steps to succeed.

Oceans Ballroom 9, Lobby Level

Lynn Hoppes, ESPN, Senior Director

Media Law
2-3:20 p.m.

Legal Problems With Satire and Humor

Just who is laughing when all is said and done when student media are trying to make readers laugh at humorous and spoofing issue? Find out how far you can go.

Coral Ballroom B, Lobby Level

John Ryan, Eastern Illinois University
James Tidwell, Eastern Illinois University

Design/Newspaper
2-3:20 p.m.

Chicken Salad II EXTREME MAKEOVER

We're going to gut six student newspapers in 30 minutes. We'll tear down their front pages and redesign everything — including the name of the paper. We'll rewrite every headline and every lede. If you don't like what you see, make a compelling counter-argument and win some love beads.

Oceans Ballroom 10, Lobby Level

Michael Koretzky, Florida Atlantic University

First Amendment
2-3:20 p.m.

Getting Private With the First Amendment

Private schools have different kinds of challenges, not the least of which is educating a campus about the benefits of understanding and valuing the First Amendment. Since the First Amendment does not necessarily exist on the private school campus, it's imperative to act "as if" it exists. Join the conversation about how to work with administrators, professors and students to get them to recognize that a free student press is essential to the health of the community.

Coral Ballroom A, Lobby Level

Mike Hiestand, Student Press Law Center
Mark Witherspoon, Iowa State University
Andrea Bremer Frantz, Robert Morris University

Student Leadership
2-3:20 p.m.

What is Your True Color? Working With Different Leadership Styles

Everyone has different leadership styles and personalities. But working with different leadership styles can be difficult to tackle, especially as the "head of the newsroom". In this session we will discuss working with different leadership styles, how they work together and how each person's style contributes to the goal of an organization. We will use a leadership style survey to determine each person's style and then create a newsroom in groups using those results.

Palani A, 2nd Floor

Mandi Bryson, College of Charleston

New Media/Newspaper/Ethics
2-3:20 p.m.

How to Keep Your Sanity While Building Trust in the Newsroom

With the revision, alteration and republishing of articles made more and more easy on the Web, where do we draw the line? District copy editor Kenneth Rosen examines the importance of upholding strict copy editing and ethical standards in the age of instant information.

Coral Ballroom C, Lobby Level

Kenneth R. Rosen, District, SCAD

Design
2-3:20 p.m.

Cutting Edge Design

We'll take a look at what professionals are doing with the design and format of their newspapers to entice readers into the page. A look at what is not the norm.

Grouper, 2nd Floor

Randy Stano, University of Miami

Ethics
2-3:20 p.m.

The Myth of Objectivity

What does it mean to be objective in your writing? What exactly is bias? Is objective journalism ethical journalism? Come ready to discuss the ethical dimensions of both objectivity and subjectivity.

Labrid A, 2nd Floor

Trum Simmons, Harrisburg Area Community College

Ethics/Student Leadership
2-3:20 p.m.

I'm Sorry, Officer, He Was Arrested For WHAT!?

One student newspaper staff and its adviser share how they handled it when one of their own was the subject of child pornography charges. This is an ongoing case. Editors and the adviser will talk about their initial reaction and steps taken, the fallout, balancing personal feelings and professional ethics and how the situation has changed them as journalists and as a staff.

Walu, 2nd Floor

Tammy Merrett-Murry, Southern Illinois University-Edwardsville

Student Leadership
2-3:20 p.m.

Using Improv Comedy to Make Your Staff a Better Team

Building a functional, cohesive team is difficult, especially under the pressure of deadlines. But you can have fun while becoming a strong team. In this session, you'll learn easy and fun improvisational comedy games and techniques that you can easily incorporate into training and staff meetings, led by a journalist who's also a member of the Lab Rats ensemble at Orlando's SAK Comedy Lab.

Bluegill, 2nd Floor

Andy Dehnart, Stetson University

Diversity
2-3:20 p.m.

Straight Talk About LGBT Coverage

We discuss how lesbian, gay, bisexual and transgendered people appear in campus print, broadcast and online news. Are you writing about the issues and events that affect their lives and families? Are they colleagues and leaders in your campus newsroom? Students/advisers bring stories, questions and ideas, and the session provides straight talk and information about newsroom resources.

Atlantis A, Lobby Level

Lori Marcias-Clark, Elgin Community College

Design/Magazine
2-3:20 p.m.

Magazine Creation

What does it take to organize and design a magazine? Learn how this kind of publication is both similar and different to a newspaper and how to use grids, typography and visuals to make a unique overall product. We'll brainstorm ideas on how to create content with impact after we look at impressive magazine covers through the years. What's your favorite?

Nomeus, 2nd Floor

Suzette Moyer, Art Director, Bay Magazine/St. Petersburg Times

Yearbook
2-3:20 p.m.

The Internet is Dead

I didn't say it. Prince did. The artist known as Prince, that is. And people have said yearbooks are dead too. Come discuss some of the ways yearbook staffs can use online tools to add life to their yearbook program, generating interest and income. Bring some ideas to share about how your staff uses online tools as well. Bradley Wilson was the adviser of the yearbook at North Carolina State University, the Agromeck.

Oceans Ballroom 11, Lobby Level

Bradley Wilson, North Carolina State University

Yearbook/Student Leadership
2-3:20 p.m.

From Green to Lean and Mean

What's a lead? Or a ladder? Or a pica? Or DPI? Many yearbook staffers walk in the door clueless, and you have to prep them to hit the ground running. The managing editor of the Sooner yearbook will share how she gets her crew motivated and up to speed, inspires them to do their best and won't take no for an answer.

Yellowtail Ballroom AB, Lobby Level

Emily Summars, University of Oklahoma

Photojournalism
2-3:20 p.m.

The New Photojournalist: Still and Video Knowledge

Gone are the days when a photographer 'just' made still pictures for publication. Today's photojournalists must have skills not only in still photography, but also in video story production. Chris Birks, a former newspaper photojournalist and photo editor, will lead a discussion on how to balance both still and video needs. Topics will include choosing the right cameras, editing video and script writing. Bricks will also show stories he has shot with both still and video to give participants an idea of how to start working with video.

Wedgewood Ballroom, Lobby Level

Chris Birks, Benedictine University

Magazine/Newspaper
2-3:20 p.m.

The Pointy-Toed Kicker: How to End Your Story With a Hard Kick to the Reader's Privates

No one cries at the beginning of a story. The lede might draw the reader, but the ending, or "kicker," makes it memorable. It's the most powerful weapon in a journalist's arsenal, but most writers overlook it at their peril. A veteran reporter, editor, and writing coach (Los Angeles Times, Washington Post, Chicago Tribune) teaches you the skills you need to end your story with a bang that echoes long after the hard copy's in the recycle bin.

Labrid B, 2nd Floor

Rob Kaiser, Canisius College

Advertising-Business-Marketing
2-3:20 p.m.

Creating and Improving Special Sections

Looking for a new section to boost revenue? Current special sections becoming difficult to sell? Developing new special sections that fill your market and rejuvenate the old standards to keep the customer satisfied with the results will be discussed during this session. Bring your ideas and questions. Also, learn how to coordinate events to go along with the section.

Atlantis B, Lobby Level

Paul Bittick, Cal Poly San Luis Obispo

Broadcast
2-3:20 p.m.

The College Radio Crisis (and How to Survive)

ACBI SPECIAL TRACK

Over the past year, KTRU (Rice), KUSF (University of San Francisco), and WRVU (Vanderbilt), three of America's most influential college radio stations, were silenced with no warning — adding to the list of a dozen others lost in recent years. To further the conversation that began with CBI's April 2011 National Moment of Silence, this panel will examine the current crisis and share strategies to protect college stations in the face of this dangerous national trend. **Look for other sessions with "College Radio Survival" for sessions which discuss vital issues.

Anemone, 2nd Floor

Sharon Scott, President, WRVU Friends & Family, Vanderbilt University Alumni
Jennifer Waits, College Radio & Culture Editor, RadioSurvivor.com
Kenya Lewis, KUSF in Exile, University of San Francisco
Candace Walton, Moderator, University of Phoenix

Broadcast
2-3:20 p.m.

Radio Imaging for College Stations

Effective imaging can turn your casual listeners into fans, and your fans into junkies. Through a discussion of branding and programming philosophy, this presentation will show you how to develop an imaging strategy that will help you form a true connection with your listeners.

Fantail, 2nd Floor

Greg Weston, WPTS-FM General Manager, University of Pittsburgh

Broadcast
2-3:20 p.m.

TV/Video Managers Roundtable

This roundtable will provide managers and advisers of television and video operations an opportunity to meet and discuss current issues and trends. There will be no formal structure to the roundtable, allowing conversation topics to be dictated by those in attendance. Topics that may be covered include (but are not limited to) programming, promotions, advising, student staff issues, content development, and technology. A moderator will be on hand to facilitate quality discussion, participation and networking.

Mako, 2nd Floor

Justine Stokes, Director of TV Services, University of Wisconsin, Oshkosh

Student Leadership
2-3:20 p.m.

Coaching Like a Peer

Helping maintain, motivate and train your staff on the peer level. This short course focuses on how students can become leaders in training and peer coach their staffs, resulting in a more well trained and functioning newsroom.

Cobia, 2nd Floor

Kenna Griffin, Oklahoma City University

Church Related
2-3:20 p.m.

Meet ACCM

Church-related schools have some affiliation options which could help them do a better job with their campus media. David Dixon, President of the Association of Christian Collegiate Media and Sheridan Barker, Special Events/Projects Coordinator will be leading this session about how their organization and others can help encourage media staffs at faith-based schools to do bigger and better things.

Zander, 2nd Floor

Sheridan Barker, Carson-Newman College
David Dixon, Malone University
Michael Longinow, Biola University

3:30 p.m. Thursday

Plenary Session
3:30-5 p.m.

Opening Convention General Session and Adviser Awards Presentation

Mark Russell, editor of the Orlando Sentinel, is the keynote speaker. See page 5 for more information.

Crystal Ballroom, Lobby Level

Mark Russell, Editor, Orlando Sentinel

*Sally Renaud, President, College Media Advisers
Logan Aimone, Executive Director, Associated Collegiate Press*

Broadcast
3:30-4:20 p.m.

Pledge Drive Primer

CBI SPECIAL TRACK

This session will take you step by step on how to organize, strategize, and ultimately implement your college radio station's pledge drive into an effective and successful fundraising model. Diverse strategies will be explored and utilizing your community and campus resources will be emphasized. This is a great session for those already doing fund drives and those who have never done one before. If you have never considered a pledge drive or on-air fundraising in the past, but given the recent station sales, developing a revenue stream can be extremely beneficial to the survival of your station and might help prevent your licensee from deciding to sell your license. Drives also work as a great way to develop relationships within the station that foster station spirit and team building.

Damselfish, 2nd Floor

Lydia Ammossow, KXLU 88.9 FM, Loyola Marymount University

4:30 p.m. Thursday

Broadcast
4:30-5:30 p.m.

Broadcast Advisers Roundtable

CBI SPECIAL TRACK

This roundtable will provide broadcast advisers with an opportunity to gather in a fairly unstructured session to share success stories, challenges, strategies and other issues in common. This interactive session will allow peers from around the country to learn and grow while networking at the same time. While there is no formal structure to this roundtable, there will be a moderator who will keep the conversation on-topic and allow for participation from multiple participants to address as many issues as possible.

Anemone, 2nd Floor

*Robert Nulph, WFLY-TV, Lewis University
John Morris, University of Southern Indiana*

Broadcast/New Media
4:30-5:30 p.m.

First Comment: Setting Up a Social Networking Program for Your Radio Station

WSOU will present on how they built an online image in the Social Networking field. We will talk about setting up a system, as well as the process of getting information up quickly and efficiently. Other topics will be the benefits of Social Media, and how it sets up your station as a brand, rather than just a radio station.

Damselfish, 2nd Floor

*Omar Ahmad, Seton Hall University
Elizabeth Molina, Seton Hall University*

Broadcast
4:30-5:30 p.m.

High School Radio Roundtable

Radio stations in high schools have issues that are different than college stations. How is the station staffed? What courses are offered? What textbooks are used? How is the station managed? How is the station funded? These issues and more will be discussed in the High School Radio Roundtable.

Mako, 2nd Floor

Pete Bowers, WBFH Station Manager, Bloomfield Hills Andover High School

Broadcast
4:30-5:20 p.m.

Swag Swap

Swag swap is a great way to get something cool and for stations to see what other stations are doing so they can "borrow" the idea for their own station. At the moment, there is no restriction on who can contribute to swag swap. Bring your promotional items, stickers, shirts, zines, and whatever!!!! Have fun, steal ideas and share stories.

Fantail, 2nd Floor

Lydia Ammossow, KXLU 88.9 FM, Loyola Marymount University

5:10 p.m. Thursday

Diversity
5:10-6 p.m.

African American Student Journalists Roundtable

All students are invited to participate in this roundtable to share their journalism experiences, and informally network.

Bluegill, 2nd Floor

Students Select Moderator

Diversity
5:10-6 p.m.

Asian American Student Journalists Roundtable

All students are invited to participate in this roundtable to share their journalism experiences, learn about the Asian American Journalism Association, and informally network.

Cobia, 2nd Floor

Students Select Moderator

Diversity
5:10-6 p.m.

Lesbian and Gay Student Journalists Roundtable

All students are invited to participate in this roundtable to share their journalism experiences, learn about the National Lesbian and Gay Journalists Association, and informally network.

Palani A, 2nd Floor

Students Select Moderator

Diversity
5:10-6 p.m.

Hispanic Student Journalists Roundtable

All students are invited to participate in this roundtable to share their journalism experiences, learn about the National Association of Hispanic Journalists, and informally network.

Atlantis A, Lobby Level

Students Select Moderator

Diversity
5:10-6 p.m.

Native American Student Journalists Roundtable

All students are invited to participate in this roundtable to share their journalism experiences, learn about the Native American Journalists Association, and informally network.

Grouper, 2nd Floor

Students Select Moderator

Special Event
5:10-6 p.m.

State & Regional Roundtables for Student Journalists (Small School)

For students only. College journalists from smaller schools in the East, West, South and Midwest can focus on regional issues of interest, make plans for cooperative coverage or for state or regional meetings, work out newspaper exchange lists and story ideas.

Labrid B, 2nd Floor

Students Select Moderator

Special Event
5:10-6 p.m.

Technology Roundtables for Student Journalists

For students only. College journalists can focus on technological issues of facing their student media operations.

Zander, 2nd Floor

Students Select Moderator

Special Event
5:10-6 p.m.

State & Regional Roundtables for Student Journalists (Large School)

For students only. College journalists from larger schools in the East, West, South and Midwest can focus on regional issues of interest, make plans for cooperative coverage or for state or regional meetings, work out newspaper exchange lists and story ideas.

Nomeus, 2nd Floor

Students Select Moderator

Special Event
5:10-5:30 p.m.

Orlando II-III: Selection/Briefing of Participants for On-Site Photo Competition

Fifty student photojournalists will be selected by lot to participate in the Orlando Portrait on-site photo competition. To qualify for the drawing, students must have registered for the "Orlando" competition between 9 a.m. and 3 p.m. Thursday at the convention, must be registered for the convention, must have their own digital photo equipment with them, must work regularly as photojournalists for student publications that belongs to ACP or whose advisers are members of CMA, and must be present when the list of participants is selected at 5:10 p.m. Thursday in the Crystal Ballroom on the lobby level. Limited to one participant per school.

Crystal Ballroom, Lobby Level

Bradley Wilson, North Carolina State University

5:30 p.m. Thursday

Associated Collegiate Press/College Media Advisers
5:30-6:30 p.m.

**Welcome to Orlando,
Advisers Reception**

Advisers, you are invited after the keynote, come to the Terrace and Lawn Area outside enjoy some refreshments and make plans for the evening, renew (or establish) acquaintances. The reception is sponsored by iCampusTimes. Welcome to Orlando.

Terrace and Lawn Area, Outside Hotel

9 p.m. Thursday

College Media Advisers
9-11 p.m.

Advisers' Get Together

Advisers, not ready to go to your room and watch reruns of Law and Order? Drop by the CMA suite, meet the officers and other advisers you may not have met at the reception earlier in the evening.

CMA Suite, 1094/1095

Sally Renaud, CMA President

FRIDAY**7:30 a.m. Friday**

CMA Hall of Fame
7:30-8:50 a.m.

CMA Hall of Fame Breakfast

To celebrate its 40th anniversary in 1994, College Media Advisers initiated its CMA Hall of Fame. This breakfast will celebrate the induction of James Tidwell and Bill Neville (see page 58). The breakfast price is \$35. Check at the information table when you arrive to see if seats are available.

Coral Ballroom A, Lobby Level

*Sally Renaud, Eastern Illinois University
Pat Parish, Louisiana State University*

8 a.m. Friday

8 a.m.-5 p.m.

**Convention Registration/
Check-in**

Sign in for the convention here. If you have questions or need help, this is your convention information center.

Oceans Ballroom Foyer, Lobby Level

8 a.m.-4 p.m.

Session Evaluation

We want your opinion. Complete our survey online at collegemedia.org or use the QR code on page 6. Let us know how we can improve the convention next year in Chicago.

8 a.m.-3 p.m.

Convention Trade Show

Companies offering services and products for college student media programs will display their wares, share information and be available to answer questions.

Oceans Ballroom 1-8, Lobby Level

Book Exhibit
8 a.m.-3 p.m.

**Exhibit: Books and
Other Resources**

The exhibit will include textbooks and materials in all areas of media. Some categories represented will be reporting, editing, advertising, publication design and production, online journalism, broadcast, photography, mass communication, public relations, video and film, media management, ethics, current issues effecting media and more. CMA members are encouraged to sign up as exhibit hosts for approximately one-hour periods during the convention. Hosts monitor the exhibit and help answer questions. In return for this help, hosts get to select a book or other item to keep once the exhibit has closed. CMA will audio all books at the conclusion of the exhibit. All proceeds go to the Student Press Law Center. Help is needed conducting the auction as well.

Oceans Ballroom 1-8, Lobby Level

Judy Robinson, The University of Oklahoma

Broadcast
8 a.m.-3 p.m.

CBI Cybercast Part II

This will be the tenth annual event for CBI. CBI is the first college organization to webcast live from the convention and the tradition continues! This event allows stations to showcase their talents in a live broadcast! Do a live show or bring a pretaped special production which highlights your station's best efforts! Check the CBI website for a listen link.

Oceans Ballroom 1-8, Lobby Level

Design/Newspaper
8 a.m.-2:20 p.m.

**Society for News Design
Quick Course**

An award-winning design editor and the six-time editor of The Best of Newspaper Design lead this day-long session of information, ideas and encouragement in visual journalism. We'll tackle some fundamentals and move quickly into the latest trends in news design — seen through hundreds of ideas for photos, graphics and stories. Bring copies of your paper, in either print or PDF, and we'll share quick ways to make big improvements. Preregistration and an additional fee are required.

Coral Ballroom C, Lobby Level

*Tracy Collins, Arizona Republic
Ron Johnson, Indiana University*

8 a.m.-noon

Best of Show Entries

Registration for the on-site "Best of Show" college media contest continues. Stop by the convention registration desk for details. Winners will be announced Sunday at the closing session.

Oceans Ballroom Foyer, Lobby Level

Affiliate Session
8:850 a.m.

**Society for Collegiate
Journalists National Council
Meeting (Members Only)**

Officers of the National Council of the Society for Collegiate Journalists will meet to conduct the business of the Society. All chapter members are welcome to attend this session. Other students interested in starting a chapter of the Nation's oldest journalism honorary should come to the session immediately following this one to learn more about the Society and obtain materials.

Palani A, 2nd Floor

*Mary Beth Earnhardt, Youngstown State University
Frank Barnes, Valdosta State University
Adam Earnhardt, Youngstown State University
Bill Ruehlmann, Virginia Wesleyan College
Rick Stewart, Barton College*

Magazine
8-8:50 a.m.

Lit Mag Breakfast Breakout

A special invitation to all Lit Mag students for a free light breakfast in the CMA Presidential Suite, hosted by First Inkling, a new national literary magazine featuring the best college and university writing. Come pick up an issue, and meet our editors and the awesome lineup of today's lit mag speakers in a relaxed and informal meet-and-greet. Plan your whole Lit Mag Track today with us, or just stop by for juice, coffee, and treats.

CMA Suite, 1094/1095

Ian Blake Newhem, Editor, First Inkling Magazine, Host

9 a.m. Friday

Newspaper
9 a.m.-4:30 p.m.

Editor in Residence, Part II

This is the second day of a great opportunity to come by and get your journalism career problems answered. Just stop by and sign up for a time for a meeting with an expert. Be sure and sign up for a 20 minute session.

Oceans Ballroom Foyer, Lobby Level

Bill Elsen, retired, Washington Post

New Media
9 a.m.-4 p.m.

Web Critiques

Critique schedules will be posted at the CMA Information table, Oceans Ballroom foyer.

Oceans Ballroom Foyer, Lobby Level

Kelley Callaway, Rice University

CMA
9 a.m.-noon

Publication Critiques (Session I)

Students and advisers who are registered for print critiques should go to their assigned table at the assigned time in the foyer outside the Oceans Ballroom on the lobby level. Web critiques are in the same location, 9 a.m.-3:30 p.m. on Friday. Critique schedules will be posted at the information desk, Oceans Ballroom foyer on the lobby level.

Oceans Ballroom Foyer, Lobby Level

Kelley Callaway, Rice University

Special Event
9-11 a.m.

Special Tours: Sign-up II

Check it out and see what media tours are available for you. Sign up to see some Orlando media operations.

Oceans Ballroom Foyer, Lobby Level

Lance Speere, University of Central Florida

New York Planning
9-9:50 a.m.

**CMA New York 2012 Convention
Planning Committee**

The CMA committee chairs responsible for programming for the New York 2012 convention, scheduled for March 18-20 at the New York Sheraton, will meet with convention coordinator Michael Koretzky.

Cobia, 2nd Floor

Michael Koretzky, Florida Atlantic University

CMA
9-9:50 a.m.

**College Media Advisers
Publications Meeting**

CMR editors, newsletter editor and web master and staff as well as CMA vice president David Swartzlander will meet

to discuss CMA's publications. CMA members interested in becoming involved in official publications should attend.

Opa Boardroom, 2nd Floor

*David Swartzlander, Doane College
Robert Bohler, Texas Christian University
Jim Hayes, Vanderbilt University
Adam Drew, University of Texas-Arlington
Sacha DeVroomen Bellman, Ohio University
Beth Francesca, University of Texas-Arlington*

Two-Year College/Non-Daily Newspaper

9:50 a.m.

Literary Journalism: Theory, Preparation and Practice

What is LJ? Why write it? Who can/should attempt it? When is it appropriate? Where is its place in the newspaper? Beyond theory (and well beyond the Inverted Pyramid) — a dozen principles on "the how" are included for preparation and effective practice. Several LJ examples from writers who have succeeded in both Journalism and Literature are included with the premise: "Learn from the Masters."

Nomeus, 2nd Floor

Frank Coffman, Rock Valley College

Affiliate Session
9:50 a.m.

Society for Collegiate Journalists National Council Meeting (All Welcome)

The Society for Collegiate Journalists is the Nation's oldest journalism honorary. SCJ serves the needs of students and advisers on campuses throughout the country (large, small, 2-year, 4-year, private, public). Our members compete in a national contest, host speakers on campus, and network. Come and check us out.

Palani A, 2nd Floor

*Mary Beth Earnhardt, Youngstown State University
Frank Barnas, Valdosta State University
Adam Earnhardt, Youngstown State University
Bill Ruehlmann, Virginia Wesleyan College
Rick Stewart, Barton College*

Advertising-Business-Marketing/Newspaper
9:50 a.m.

The Future of Newspapers

As readers continue to migrate to digital, Pason will speak about the future of newspapers in what he views will be a fundamental change in the content that goes into print, new subscription models and the explosion of tablet devices. Gaddis founded Florida Weekly in 2007. It reaches more than 150,000 readers each week and has won numerous awards.

Oceans Ballroom 12, Lobby Level

Pason Gaddis, President and Group Publisher of Florida Weekly

Magazine/Yearbook
9:50 a.m.

A Feature Opportunity for College Sports Writers

Earlier this year, Yahoo! Sports launched The Post Game, a daily magazine offering online content in the tradition of Sports Illustrated and ESPN The Magazine, with senior writers who have worked at both magazines. The veteran sports writer who launched the effort has made it his mission to provide a national platform for the best college sports writers. Join him and a student who has written and edited for the site as they explain how you, too, can find a national audience for your work.

Oceans Ballroom 10, Lobby Level

Eric Adelson, Yahoo Sports

New Media/ Newspaper
9:50 a.m.

Making Social Media Matter

Find out how to effectively use social media to benefit your newspaper, and to make people care. Examine how free social media tools like Facebook and Twitter can help you

break stories, assist reporters, engage your readers, build your audiences and beat the competition.

Oceans Ballroom 9, Lobby Level

*Omar Sofradzija, Michigan State University
Kate Jacobson, Michigan State University*

Professional Development/Research

9:50 a.m.

Help for Advisers Under Fire

An important CMA benefit is the Adviser Advocacy Program, established to assist advisers who are being inappropriately pressured by administrators or who have been dismissed from their positions. Upon request from a member adviser, one or more members of the Adviser Advocacy Team begin investigating the case, gathering information and letting administrators know that a national organization is involved and is supporting its member. Find out more about this valuable program and what you can do to become a member of the advocacy team. Immediate Past President Ken Rosenauer and other adviser advocates will share information and answer questions.

Bluegill, 2nd Floor

Ken Rosenauer, Missouri Western University

New Media/Newspaper
9:50 a.m.

App Development for Student Media

Heard the latest on the Boise State-led effort to develop a system to share and maintain student media mobile apps, web apps and content management systems. Six other schools worked as beta testers this summer. How did it go? Also, discussion of an attempt to target an app to a specialized audience — nursing students at a community college. Bring your own experience and wild app ideas.

Yellowtail Ballroom B, Lobby Level

*Brad Arendt, Boise State University
David Simpson, Georgia Perimeter College
Kevin Pham, Georgia Perimeter College*

Daily Newspaper
9:50 a.m.

Daily Newspaper Roundtable: Projects/Enterprise

We all dream of filling the newspaper with great watchdog stories, investigations and fascinating profiles. But how to do shepherd projects into the paper during the grind of the day-to-day? Come to this roundtable with one great idea that has helped your newsroom and one challenge you need help with.

Atlantis B, Lobby Level

Erica Peral, University of North Carolina-Chapel Hill

Daily Newspaper/New Media
9:50 a.m.

Getting in the 'Zone'

It's another dimension, not only of sight and sound but of mind; a journey into a wondrous land with only boundaries of imagination. That's the sign post up ahead, your next stop . . . iTunes University. Create a new dimension of content, using Apple's PC-compatible program to offer podcasts, video casts and to promote student media on campus around the world.

Palani B, 2nd Floor

*Elena Jarvis, Daytona State College
Hector Valle III, Daytona State College*

Newspaper/Two-Year
9:50 a.m.

Wringing the Bad Writing Habits Out of Your Eager but Inexperienced Staff

From editorializing to wrong style, to mangled attribution, to sloppy grammar, to misspellings or factual errors, the sins of rookie news writers are many. It's time you let an experienced

adviser and professional copy editor share some ways to shake up and shape up your staff.

Wedgewood Ballroom, Lobby Level

Tom Pierce, part-time copy editor, St. Petersburg Times

Mentoring

9:50 a.m.

Mentoring Program for Veteran Advisers: Sharing Your Wisdom

You've got the wisdom and experience . . . let's pass it on! Veteran advisers who would like to mentor new advisers should attend this session to discuss the program.

Labrid A, 2nd Floor

Sally Renaud, CMA President

Manid Bryson, College of Charleston

Kelly Messinger, Capital University

Diversity/Professional Development/Student Leadership
9:50 a.m.

Working With Non-Traditional Students

Not every student comes to the newsroom right out of high school. Some are returning to school after months, years or even decades in the work world, or they are coming from military service. Find out what research (and past experience) says about working with non-traditional students in your media venue. Tips also will be offered on how to be the "boss" of someone who might be older than you.

Atlantis A, Lobby Level

Lori Marcias-Clark, Elgin Community College

Chuck Baldwin, University of South Dakota

Yearbook

9:50 a.m.

Making it Fresh: Yearbook Story Ideas That Work

Determining what to cover each year is a challenging but vital part of the yearbook. This slide show/discussion session will offer tips on diversifying coverage and new approaches that will send you back to your school with a bundle of new story ideas for each section of the book.

Coral Ballroom B, Lobby Level

Ann Thorne, Missouri Western State University

Yearbook/Design

9:50 a.m.

The Complete Package: Visual-Verbal Connections

This is a prime example of how to bring dominate photo, design and headline together to make the complete package. Discover how the visual-verbal connection will stop readers in their tracks to take a look at content.

Oceans Ballroom 11, Lobby Level

Laura Widmer, Northwest Missouri State University

Magazine/New Media

9:50 a.m.

Literary Death Match: Online Versus Print Journals

Editors, agents, and anthologists typically turn to print literary journals to find writing stars. However, following the trend toward digitization, many journals are going online, including venerated literary giants. Is this the passing of the torch — or the extinguishing of the flame? This workshop weighs in on the debate by examining the pros and cons of print and online journals — both college and professional — in terms of artistic merit, reputation, cost, distribution, and other factors.

Grouper, 2nd Floor

Katie Cortese, Editor-in-Chief, Southeast Review

FRIDAY AT A GLANCE

	7:30 a.m.	9 a.m.	10 a.m.	11:30 a.m.	12:30 p.m.	
LOBBY LEVEL						
Oceans Ballroom Foyer	Convention Registration/Check-in (8 a.m.-4:30 p.m.) / Best of Show Entries Tours Sign-up II (9-11 a.m.) / Editor in Residence (9 a.m.-4 p.m.)					
Oceans Ballroom 1-8	Convention Trade Show (8 a.m.-3 p.m.) / CBI Cybercast! Panel					
Atlantis A		Working With Non-Traditional Students	Convention General Session Keynote Speaker Patrick Farrell Swearing in of New CMA Officers 10-11:20 a.m. Crystal Ballroom, Lobby Level	Five Habits for Getting Any Job Done Right	Access to Campus Information	
Atlantis B		Daily Newspaper Roundtable: Projects/Enterprise		Social Media in Crisis	The Amazing and Awesome AP Stylebook Quiz Show	
Coral Ballroom A	CMA Hall of Fame Breakfast			Working With Diversity	Yearbook Roundtable	
Coral Ballroom B		Making it Fresh: Yearbook Story Ideas That Work		The Collegiate Design Guide 2011	100+ Story Ideas	
Coral Ballroom C	Society for News Design Quick Course (8 a.m.-2:20 p.m.)			Society for News Design Quick Course (8 a.m.-2:20 p.m.)		
Oceans Ballroom 9		Making Social Media Matter		Who Owns It? Copyright and Student Media Work	Contrarians at the Gate	
Oceans Ballroom 10		A Feature Opportunity for College Sports Writers		Making Money Blogging	The Eyes Have It	
Oceans Ballroom 11		The Complete Package: Visual-Verbal Connections		Creative Design	Make Your Blog (and You) Popular	
Oceans Ballroom 12		The Future of Newspapers		How to Get Hired	From Start to Finish Online	
Wedgewood Ballroom		Wringing the Bad Writing Habits Out of Your Staff		Writing Good Headlines and Cutlines		
Yellowtail Ballroom A		Supremes Sing the First Amendment		If You Build it, They Will Come	One for All and All for One	
Yellowtail Ballroom B		App Development for Student Media		What Direction is Your Digital Media Going and Who's Doing the Directing?	Making the Most Out of Your Journalism Internship	
CMA SUITE (10TH FLOOR)						
1094/1095	Lit Mag Breakfast Breakout (8 a.m.)					

1:30 p.m.	2:30 p.m.	3:30 p.m.	4:30 p.m.	Evening
9 a.m.-noon) / Publication Critiques (Session I) (9 a.m.-noon) / 1 p.m.) / Web Critiques (9 a.m.-4 p.m.)				
a.m.-3 p.m.) / Book Exhibit (8 a.m.-3 p.m.)				
The Bright Future of Yearbooks	Avoiding the Libel Trap	Shoot? Don't Shoot?		
How to Get an A in Class (and, Even Better, a Job)	How Not to Offend Black Folks	College Media Research Paper Presentations		
Public Relations in College Media	Leveraging National/International Content			
Clean Type . . . With Flair	Sports Photojournalism: The Skills to Succeed	Basic Photo Composition		Not As I Pictured 5:30 p.m., Oceans Ballroom 12
urse	Business 101 for Advisers	New Adviser Short Course II	First Amendment Freedom Challenge	FSCPA Members Dinner 6:30-8 p.m., Hilton Garden Inn, Next Door to Hotel
		10th Annual CBI Student Production Awards		
Sports Features: All Questions Answered				A Night Out (Hotel shuttles to Pointe Orlando) 6:30-11:30 p.m., Outside Hotel
Sex, Sex, Sex: Covering Campus Love, Lust, and Every Kink in Between	Avoid Conflict by Creating a Vision and Mission	Creating an iPad Edition, the New Kind of Tab		Midnight Snack and Cereal 11 p.m.-1 a.m., Oceans Ballroom 11-12
The First Amendment Goes Commercial	A "Face" for Radio: Judging the Face Behind the Voice			
Design: The Basics and Beyond	Revisiting "The Paper"			
Covering Disasters	One-Man Band Journalism			
How to Cover Breaking News	Monetize with Mobile Apps			
RYSTAL BALLROOM (LOBBY LEVEL)				CMA SUITE (10TH FLOOR)
Special Session: ose Antonio Vargas				Magazine Meet in the Suite (5:30 p.m.) Advisers' Get Together (9 p.m.)

FRIDAY AT A GLANCE

	7:30 a.m.	9 a.m.	10 a.m.	11:30 a.m.	12:30 p.m.
SECOND FLOOR					
Anemone		Radio Station Student Management		Starting or Upgrading an FCC Licensed Radio Station	Copywriting for Underwriting Announcements
Bluegill		Help for Advisers Under Fire		Avoiding the Mickey Mouse Feature Story	Empathy's Role in the Search for Truth
Cobia		CMA New York 2012 Convention Planning		College Media Review and You	Dealing With Private Colleges
Grouper		Literary Death Match: Online Versus Print Journals		Cutting Your Journal From the Herd	Be Greedy for Readers
Labrid A		Mentoring Program for Veteran Advisers		Six Points to Sportswriting	Two Year College New Advisers Roundtable
Labrid B		New Adviser Roundtable		A Toolbox for Women in the Newsroom	Opening Information Doors
Nomeus		Literary Journalism: Theory, Preparation and Practice		Entertainment Coverage in the Digital Era	An Entertaining Way into the Magazine Business
Opah Boardroom		CMA Publications Meeting			CMA Past Pre
Palani A	SCJ National Council Meeting (Members Only)	SCJ National Council Meeting (All Welcome)		Build-a-Social-Media-Policy Workshop	Up Against the Wall: Surviving Administrators
Palani B		Getting in the "Zone"		25 Ways to Build an Award-Winning Newspaper	Cut the Crap: Eliminating Errors from Your Pages
Walu		National Advertising Update		Barrel of Monkeys - 10 Connections to Closing the Deal	Branding Your Newspapers
Zander		Popular Culture: Finding the Big Ideas		The Easy Way to Do Multimedia	Let Social Media Run Your Newsroom
Damselfish		Microphone Applications for Video	Covering Breaking News	Starting or Rebuilding Your Underwriting Program	FCC License Renewal
Fantail		Achieving Maximum Greatness: Develop Your Reputation	The Story of College Radio Day	Mediums to Promote Your Online Streaming	HD Radio Technology, What is New and What You Should Know
Mako		Web Site Maintenance Roundtable	Radio & TV Promotion Roundtable	Sports Roundtable	The Word is... Convergence

1:30 p.m.	2:30 p.m.	3:30 p.m.	4:30 p.m.	Evening
Before Photoshop: Editing Through Your Lens				
Can We Print That?	Let's Talk About Excellence	Writing is Both Vocation and Calling		
Everyone Has an Opinion. So Why Are They So Hard to Write?	Inside the First Amendment			
Lit Mag Generals Summit	From the Very Long List to the Shortlist	Magazine Zero to 60	Bringing Your Student- Run Journal to a National Audience	
ough Interview? You Can Do It!	Emergency Management On- Campus (Advisers)	Romancing the Source	New Advisers...Meet Your Mentors	Magazine Meet in the Suite: One-on- One With Magazine Bigwigs 5:30-6:30 p.m. CMA Suite 1084/1085
What I Know Now	Scaling the Inverted Pyramid	Take it From the Top: Writing the Feature Lede		Advisers' Get Together II 9-11 p.m., CMA Suite 1094/1095
or Editors Only: Rule With an Iron Fist, Wear a Velvet Glove	Talking Student Media With Student Affairs	Recruiting and Retaining Staff		Not As I Pictured 5:30 p.m., Oceans Ballroom 12
nts Luncheon			CMA Hall of Fame Committee Meeting	FSCPA Members Dinner 6:30-8 p.m., Hilton Garden Inn, Next Door to Hotel
CCJA Business Meeting	CMA Advisory Council			A Night Out (Hotel shuttles to Pointe Orlando) 6:30-11:30 p.m., Outside Hotel
atchdog Journalism and Alternative Story Format	You Lost Me at Hello: Covering a Speech	Female, Freshman and Fearless		Midnight Snack and Cereal 11 p.m.-1 a.m., Oceans Ballroom 11-12
Advertising and Editorial — Why Can't We Just Get Along	Recruiting and Training a College Sales Force	Sell More With Campaign and Spec Ads		
Are You Accessible?	Liveblogging the News	The Joy and Angst of a New Media Marriage	Web First	
	Excuses ...A Humorous Look			
broadcasting and the Internet: Making the Transition				
Your Own YouTube Channel Roundtable	Radio Production Roundtable		CBI Membership Meeting (5 p.m.)	

New Member/Broadcast
9:50 a.m.

New Adviser Roundtable

Come talk with veteran advisers. This is an informal session, so bring your coffee, concerns and business cards to swap.

Labrid B, 2nd Floor

*Erin Gibson, University of Southern Indiana
Warren Koziereski, SUNY Rockport
Kelly Messinger, Capital University*

First Amendment
9:50 a.m.

Supremes Sing the First Amendment

A discussion of the U.S. Supreme Court's most recent rulings n First Amendment issues and a look ahead to the new term. A must attend update for faculty and students tracking national issues and the recent series of landmark rulings on protests at military funerals, video game violence, corporations as people and public funding of political campaigns.

Yellowtail Ballroom A, Lobby Level

*Gene Policinski, Executive Director, First Amendment Center
David Hudson, First Amendment Center Scholar*

Advertising-Business-Marketing
9:50 a.m.

National Advertising Update

Find out what the immediate and long term outlook is for national advertising. What major companies are looking at the college market and how can your newspaper help the national ad agencies attract more customers.

Walu, 2nd Floor

Rachel Pope, re:fuel

Broadcast/Student Leadership
9:50 a.m.

Radio Station Student Management CBI SPECIAL TRACK

A strong leadership team is essential for success at your station. In this session we will explore student leadership styles, the importance of internal communication, and toss out some thoughts on how to keep your staff happy. Attendees will have an opportunity to share their own thoughts and successes.

Anemone, 2nd Floor

Bob Long, 88.9/WSTB FM

Broadcast
9:50 a.m.

Microphone Applications for Video

This session will present microphone applications for video. It will include different types of mics used in different applications. Mic applications will include on-air talent, stand-up talent in the field, news conferences, interviews, and studio sessions. Types of mics from lavalier, shotguns and handhelds will be featured with inexpensive to expensive solutions. Come ask questions about your applications and get answers about which mic is best to use in your situation.

Damselfish, 2nd Floor

*Hank McDonnell, UIWTV, University of the Incarnate Word
Cara Friez, Campus 31 Television, East Carolina University*

Broadcast
9:50 a.m.

Achieving Maximum Greatness: Develop Your Reputation

Developing your reputation and building on that force starts from the inside out. How can you expect your viewers or readers to believe in you or take an interest in what you have

to say if your employees, coworkers, or colleagues don't have the same level of confidence or appreciation. Their opinions and actions can build on or diminish your brand standing.

Fantail, 2nd Floor

Alex Luma, Bronx Community College

Broadcast
9:50 a.m.

Web Site Maintenance Roundtable

This roundtable will provide stations and in particular, those involved with the web site an opportunity to gather in a fairly unstructured session to share success stories, challenges, strategies and other issues in common. This interactive session will allow peers from around the country to learn and grow while networking at the same time. While there is no formal structure to his roundtable, there will be a moderator who will keep the conversation on-topic and allow for participation from multiple participants to address as many issues as possible.

Mako, 2nd Floor

*John Prebul, Bowling Green State University
Marjorie Yambor, Western Kentucky University*

Church Related
9:50 a.m.

Popular Culture: Finding the Big Ideas and Big Issues in Film, Music, TV, etc.

Who says church related schools should not cover popular culture? Prepare to be enlightened on everything from writing reviews to finding topics for news, features, etc.

Zander, 2nd Floor

*Mike Longinow, Biola University
Tim Posada, Azusa Pacific University
Dean Nelson, Point Loma Nazarene University
David Dixon, Malone University*

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INDIANA UNIVERSITY
ARDMORE, INDIANA, USA



KANSAS STATE UNIVERSITY
MANHATTAN, KS



LIBERTY UNIVERSITY
SELAH / LYNCHBURG, VA

Herff Jones Yearbooks congratulates the editors and advisers at Indiana University, Kansas State University and Liberty University as well as all the other 2010 Pacemaker Finalist yearbooks.

10 a.m. Friday

Plenary Session
10:11:20 a.m.

Convention General Session and Swearing in of New CMA Officers

Miami Herald photographer Patrick Farrell is the keynote speaker. See page 5 for more information.

Crystal Ballroom, Lobby Level

Patrick Farrell, Photographer, *The Miami Herald*
Sally Renaud, President, College Media Advisers
Logan Aimone, Executive Director, Associated Collegiate Press

Broadcast
10:11:20 a.m.

Covering Breaking News

It doesn't matter whether your beat is New York City, New Orleans or North Newton, Kansas, breaking news will happen because fires, crime, accidents, natural disasters, campus scandals and more occur everywhere. But how does a student broadcaster cover breaking news? What are the keys to getting the story right when information is rapidly changing? This panel of veteran and student journalists will explore how you can effectively cover breaking news.

Damselfish, 2nd Floor

Glenn Schuck, News Director, Metro Networks
Victoria Haffner, News Director—WSOU, Seton Hall University

Broadcast
10:11:20 a.m.

The Story of College Radio Day — The Challenge to Unite all College Radio Stations [CBT SPECIAL TRACK]

The first College Radio Day on October 11, was a proactive event to remind people of the importance of college radio. But as the recent college station sell-offs have shown, there is now a strong need to remind colleges and universities that selling off their college stations silences their students' voices. We need to take a stand and collectively say "no more stations must be sold!". Hear from the founders of the day, Rob Quicke (William Patterson University) and Peter Kreten (St. Xavier University) about the challenges experienced in uniting college stations across North America and the future vision of College Radio Day.

Fantail, 2nd Floor

Rob Quicke, *College Radio Day*, William Patterson University
Peter Kreten, *College Radio Day*, Saint Xavier University

Broadcast
10:11:20 a.m.

Radio & TV Promotion Roundtable

College radio and TV Promotion directors are invited to meet and network in this roundtable. Share stories of promotional campaigns that did (and didn't) work, talk about vendor experiences, and discuss any ideas and issues you may have.

Mako, 2nd Floor

Gregory Weston, WFTS-FM General Manager, University of Pittsburgh

11:30 a.m. Friday

Newspaper/Two-Year
11:30 a.m.-1:20 p.m.

Writing Good Headlines and Cutlines

Yes, readers will LOOK first at the art on a page, but the FIRST thing they READ will be the headlines and cut lines. If you want them to keep on reading (as of course you do) you must work as hard on creating good heads and lines as you do on the writing of those stories and the designing of those pages. Don't settle for something that merely gives an idea of what it's about and, viola! It fits! An editor who has written thousands of heads for dailies has some tips.

Wedgewood Ballroom, Lobby Level

Tom Pierce, part-time copy editor, St. Petersburg Times

Research/Professional Development
11:30 a.m.-12:20 p.m.

College Media Review and You

Have you spotted a trend in student journalism that needs to be explored and reported to your colleagues? Or can that convention session you've prepared also be translated into a narrative form? And are you looking for a publication for your research interests? If your answer is "yes" to any of these questions, College Media Review is looking for you! Meet with the CMR staff to learn more about how to share your insights, reporting, and research in the nation's foremost publication for college student media advisers.

Cobia, 2nd Floor

Robert Bohler, Texas Christian University

JOIN US AT AMERICAN UNIVERSITY IN WASHINGTON, D.C. DURING A PRESIDENTIAL ELECTION YEAR

JOURNALISM FACULTY FORUMS

Intensive professional development courses custom-designed for faculty teaching journalism & new media.

Meet with leading news professionals, update your courses with innovations, and learn cutting-edge resources and multi-media teaching techniques from American University School of Communication faculty. Join us for one of three sections:

JANUARY 2012 POLITICAL REPORTING

MAY 2012 JOURNALISM IN THE DIGITAL AGE

JULY 2012 INVESTIGATIVE JOURNALISM

WASHINGTON SEMESTER PROGRAMS

Students, live and learn in Washington, D.C. Attend an engaging academic seminar, led by full-time university faculty, and interact with journalism experts. Develop stories that make headlines and interact with some of the most noted print, broadcast, and new-media professionals. Examine every aspect of journalism, from local to global communications, and how new media transformed journalism. Join us this spring, for the summer, or next fall.

FOR MORE INFORMATION, FIND GIL KLEIN AT
HIS NATIONAL COLLEGE MEDIA CONVENTION TABLE OR VISIT

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WASHINGTON, DC
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DEVELOPMENT

Newspaper
11:30 a.m.-12:20 p.m.

A Toolbox for Women in the Newsroom

While female students have been a majority in journalism education classes for nearly 20 years, women make up a minority of management positions at metropolitan newspapers. Studies have found that male and female journalists experience different problems in the student and professional newsrooms that cause women to leave the profession. This session will look at the problems and possible solutions. Male advisers and student journalists are encouraged to attend.

Labrid A, 2nd Floor

Kimberly Voss, University of Central Florida
Lance Speere, University of Central Florida

New Media
11:30 a.m.-12:20 p.m.

The Easy Way to Do Multimedia

At small schools, student media departments share resources already, so converged coverage of events and breaking news should be a natural, easy process. Learn how to make the most out of your coverage, easily, by sharing the work your print and broadcast groups are already creating, and the simple ways you can make your work go further.

Zander, 2nd Floor

Osayi Endolyn, SCAD Atlanta
Brittany Kron, SCAD Atlanta
Dylan Fagan, SCAD Atlanta
Jessica Clary, SCAD Atlanta

Student Leadership/Professional Development/New Media
11:30 a.m.-12:20 p.m.

Build-a-Social-Media-Policy Workshop

Like Build-A-Bear, but instead of stuffing and fabric, participants will build a social media policy that works for your student media organization by looking at what has happened at some other schools, what concerns have arisen, and what the policies should address. This session will cover both official as well as personal use of social media, and how the policies should separate and address the two. Three advisers with expertise in Social Media will lead the workshop.

Palani A, 2nd Floor

Nicki Boudreaux, Nicholls State University
Mat Cantore, Hudson Valley Community College
Kay Colley, Texas Wesleyan University

Magazine/Newspaper
11:30 a.m.-12:20 p.m.

Avoiding the Mickey Mouse Feature Story

Learn what makes a feature story compelling (or elementary and Mickey Mouse — sorry, Walt Disney) and the story structure techniques and strategies that drive tales into the reader's memory from an award-winning journalist and current newspaper adviser. Avoid the traps that befall too many beginning (and unfortunately, experienced) journalists and create clips that will get employers to notice you.

Bluegill, 2nd Floor

Bobby Hayes, High Point University

Daily Newspaper/New Media/Magazine
11:30 a.m.-12:20 p.m.

Making Money Blogging

How can you make money blogging? You need a sharp idea and a way to get your message out to the masses. I'll show you some techniques.

Oceans Ballroom 10, Lobby Level

Lynn Hoppes, ESPN, Senior Director

New Media
11:30 a.m.-12:20 p.m.

Social Media in Crisis

A major breaking news story in the 21st century requires a 21st century response by collegiate media. The Crimson White, the student newspaper at the University of Alabama, faced a major challenge late this spring when an EF-4 tornado hit Tuscaloosa. Having already established a regular system of news updates via Twitter and Facebook, the CW's "Community Engagement Team" immediately swung into action within minutes after the tornado. They gathered and reported news via social media, providing a lifeline of information and praise from students and faculty. Their efforts also drew national attention and "retweets" from CBS News' Katie Couric, MSNBC's Joe Scarborough and many others. Within the first two weeks, the CW's Web traffic also skyrocketed to more than 100,000 unique visitors and more than 500,000 page views.

Atlantis B, Lobby Level

Victor Luckerson, University of Alabama
Johathan Reed, University of Alabama
Marion Steinberg, University of Alabama

Daily Newspaper
11:30 a.m.-12:20 p.m.

25 Ways to Build an Award-Winning Newspaper

Awards bring prestige to your publication, motivate your staff and help graduates land better jobs. The author of The Student Newspaper Survival Guide shares a list of contests for student journalists, as well as strategies for making your newspaper the best it can be.

Palani B, 2nd Floor

Rachele Kanigel, San Francisco State

Daily Newspaper
11:30 a.m.-12:20 p.m.

Entertainment Coverage in the Digital Era

These days, it seems you can get closer to celebrities than ever, and yet you can also never know a thing about them. How do you cover music, movies, TV and more these days? What's the best approach? And who do you talk to for access to these people?

Nameus, 2nd Floor

Johathan Tully, editor, Palm Beach Post/pbpulse, pbpulse.com

Media Law/Advertising/Business
11:30 a.m.-12:20 p.m.

Who Owns It? Copyright and Student Media Work

Who owns the copyright to material produced for or published by student media organizations? Does it matter if the students are paid or unpaid, staff or stringer? Should every publication make use of signed user agreements for all the material it publishes? The former director of the SPLC and the current Knight Chair in Scholastic Journalism will walk you through the issues.

Oceans Ballroom 9, Lobby Level

Mark Goodman, Kent State University

Non-Daily Newspaper/Design
11:30 a.m.-12:20 p.m.

Creative Design

Design is important when creating your publication. Creativity allows you to produce a unique and interesting product. Together, design and creativity can help capture your reader's attention. This presentation will feature ideas, examples and suggestions to help further the design and overall creativity of your publication.

Oceans Ballroom 11, Lobby Level

Kevin Guthrie, University of Florida

Non-Daily Newspaper
11:30 a.m.-12:20 p.m.

Six Points to Sportswriting

You are writing a sports story for a non-daily newspaper; the story on the team you are covering won't be published the next day. How do you write the game story so your readers can look ahead to the next game while learning a bit about the last game — a method to score a touchdown and PAT every time.

Labrid A, 2nd Floor

Steve Ames, Community College Journalism Association

Diversity/Professional Development/Student Leadership
11:30 a.m.-12:20 p.m.

Working With Diversity

Are their conflicts or questions in your newsroom? Is it too white — or some other color? Do you have trouble recruiting? A session for students and advisers with an open discussion and advice from an adviser whose primary job and background are all about diversity.

Coral Ballroom A, Lobby Level

Chuck Baldwin, University of South Dakota

Yearbook/Design
11:30 a.m.-12:20 p.m.

The Collegiate Design Guide 2011

Take a look and find some inspiration from design trends from and for collegiate yearbooks. This yearbook expert will share up-to-date samples from the best books and mass media.

Coral Ballroom B, Lobby Level

Rick Brooks, Northeast Creative Design Manager

Magazine
11:30 a.m.-12:20 p.m.

Cutting Your Journal From the Herd: Giving Your Magazine a Unique and Meaningful Editorial Voice

How do you ensure your magazine has a distinctive voice? What is an editorial voice; how do you find it, cultivate it, maintain it, and retain it during editorial transition? How do you utilize your voice to distinguish your magazine from its competition? The editor at the helm of one of the all-time great lit mags will show you how.

Grouper, 2nd Floor

Raymond Hammond, Editor-in Chief, New York Quarterly

New Member
11:30 a.m.-12:20 p.m.

If You Build it, They Will Come: Grow Your Staff Through a Comprehensive, Semester-Long Recruitment, Training and Peer Management Program

The News Staff Development Program is a comprehensive, two-tiered, semester-long program with the goal of turning interested and committed students into productive, well-trained and confident student journalists who together will build a stronger news team. The program provides a diverse curriculum of classes, ranging from news gathering to news writing to libel and ethics, and meshes with a Peer Editing Leadership model to make for a coordinated, positive staff development plan. Patterned after the long-running and highly successful "Candidate School" at The Daily Collegian, Penn State, the News Staff Development Program debuted at Georgia Southern University last spring to outstanding results, showing it can work at mid-sized and smaller colleges as well as larger universities.

Yellowtail Ballroom A, Lobby Level

John Harvey, Georgia Southern University
Jim Rodenbush, Pennsylvania State University

Digital Media/Advertising/Business/Student Leadership
11:30 a.m.-12:20 p.m.

What Direction is Your Digital Media Going and Who's Doing the Directing?

With web sites, social media and apps becoming a more important piece of the journalistic and advertising puzzle, your organization may be in need of a holistic manager for all of your digital media efforts. Who do you turn to? What kind of job description is needed? Does this person even exist? The Iowa State Daily has struggled with these and a number of other digital media issues that led to the creation of a new position at the publication — the Digital Media Director. Members of the Iowa State Daily staff will discuss and answer questions about the different decisions that were made leading up to the creation of the position. This will include, but not be limited to, staffing solutions and strategies for efficiently managing your digital media work flows, addressing needs on both the editorial and advertising fronts.

Yellowtail Ballroom B, Lobby Level

Charlie Weaver, Iowa State University
Brian Smith, Iowa State Daily
Mark Witherspoon, Iowa State University

Advertising-Business-Marketing/Career Development
11:30 a.m.-12:20 p.m.

How to Get Hired

With the crowded job market these days, Pason will offer you basic tips on how to make your resume standout, using social networks to make connections and how to set your self apart in an interview to land that job you want.

Mr. Pason's newspaper, the Florida Weekly, has been recognized as the best weekly newspaper in the state for the past two years by the Florida Press Association.

Oceans Ballroom 12, Lobby Level

Pason Gaddis, President and Group Publisher of Florida Weekly

Advertising-Business-Marketing
11:30 a.m.-12:20 p.m.

Barrel of Monkeys — 10 Connections to Closing the Deal

Do your regular advertisers/media buyers want more 'bang for their buck'? Do you need to close new business? In this session, we will discuss 10 sales strategies, promotions and other tactics to help you close business deals and deliver events, unique tabs, campus stunting, social media and more! Plus, bring your own strategies and tactics to add to the barrel.

Walu, 2nd Floor

Cristi A. Freudenrich, Oral Roberts University

Broadcast
11:30 a.m.-12:20 p.m.

Starting or Upgrading an FCC Licensed Radio Station

The TV 6 protection requirements that have previously hamstrung many full service NCE stations are no longer an issue for many facilities which may allow for a previously non viable power increase or site change. Additionally, the LPFM rules have been relaxed to the extent that new opportunities may exist for this service. Other possible options may also exist for a signal expansion or improvement for Class D or grandfathered Class A stations through a mutual upgrade. Come hear what's new and on the horizon and what the associated legal and technical requirements may be.

Anemone, 2nd Floor

Laura Mizrahi, Vice President, Communications Technologies, Inc.
Brendan Holland, Attorney, Davis Wright Tremaine LLP

Broadcast
11:30 a.m.-12:20 p.m.

Starting or Rebuilding Your Underwriting Program From Scratch [CBI SPECIAL TRACK]

So, you're thinking of starting or rebuilding/upgrading an underwriting program at your radio station but aren't sure how to get the ball rolling. This session will walk you through the steps of getting started, including talking to your licensee about the program, establishing underwriting policy guidelines, staffing, training, and maintaining the program long-term. Developing new and sustainable revenue sources are a key component to your station's survival. Come and learn how to develop revenue streams for your station that put you on the path to long term survival.

Damselish, 2nd Floor

June Fox, Station Relations, DEI

Broadcast/New Media
11:30 a.m.-12:20 p.m.

Mediums to Promote Your Online Streaming

Online Streaming is just like anything else; you have to promote it if you want to reach market penetration. So what are some ways to get the message across about your online streaming?

Fantail, 2nd Floor

Kerry Brewer, Securenets Systems, Inc.

Broadcast
11:30 a.m.-12:20 p.m.

Sports Roundtable

This roundtable will provide an open forum to discuss successes, challenges, ideas, that the group has in common regarding sports programming, engineering, station politics, etc. It will be a great opportunity to meet peers from around the country and from diverse backgrounds, all while participating in an informative and thought - provoking session. It will be headed by a working adviser and a student from different schools who are involved with broadcast sports on a regular basis. This session will allow participation from multiple participants to ensure that a wide breadth of topics can be covered.

Mako, 2nd Floor

David Rind, Sports Director, Seton Hall University
Warren Kozireski, General Manager, College of Brockport

Daily Newspaper/Career Development
11:30-12:20 a.m.

Five Habits for Getting the Job — Any Job — Done Right

A look at five common sense strategies for being successful in your first job — and in every position that follows. The session will focus on being organized and getting the most out of every day with an eye toward the future.

Atlantis A, Lobby Level

Mike Abrams, The New York Times

12:30 p.m. Friday

CMA
12:30-2:20 p.m.

CMA Past Presidents Luncheon

CMA President Sally Renaud will welcome her predecessors to Orlando and celebrate CMA's 57th year.

Opah Boardroom, 2nd Floor

Sally Renaud, Eastern Illinois University

Media Law
12:30-1:20 p.m.

Access to Campus Information

Are you having a difficult time getting crime information from campus authorities? Learn what the law requires your

school to reveal as well as some practical suggestions on how to get the facts you need to inform your community.

Atlantis A, Lobby Level

Frank LoMonte, Student Press Law Center

Non-Daily Newspaper
12:30-1:20 p.m.

The Eyes Have It

How to use non-verbal communication to make your writing more enjoyable and your interviews more successful. Previous attendees have labeled this their "most useful" session.

Oceans Ballroom 10, Lobby Level

Nils Rosdahl, North Idaho College

Two-Year College/New Advisers
12:30-1:20 p.m.

Two Year College New Advisers Roundtable: 'Newbies' and 'Vets'

A brief overview of the challenges and typical issues and frequently arising problems of advising a student newspaper at the community college will be presented and moderated by a veteran adviser. A round table open discussion will follow. While targeted specifically at new advisers, experienced advisers are also welcome to share experiences and offer suggestions.

Labrid A, 2nd Floor

Frank Coffman, Rock Valley College

Daily Newspaper
12:30-1:20 p.m.

Cut the Crap: Eliminating Errors from Your Pages

Mistakes, large and small, eat away at your publication's credibility. How can you and your staff stop them? After combing through a year's worth of critiques to find the most common mistakes, an adviser offers tips on how to prevent them from sullying your own pages.

Palani B, 2nd Floor

Lola Burnham, Eastern Illinois University

New Media
12:30-1:20 p.m.

Make Your Blog (and You) Popular

How do you turn your personal or publication's blog into something that's read by more than your friends and family? What does it take to become a successful blogger? Get strategies and advice from someone who's been blogging about reality TV for 11 years, and then grow your readership, get yourself a higher profile and maybe even make some extra money.

Oceans Ballroom 11, Lobby Level

Andy Dehnart, Stetson University

Student Leadership
12:30-1:20 p.m.

Opening Information Doors — How to Get Access to Records

FERPA, HIPPA, Buckley, Clery . . . it seems like there are so many laws regarding information access, it's impossible to get through! However information access is easier than you think. Come hear from the adviser and students at Nicholls State who had one of their own staff arrested for cyberstalking, and who had to wade through these types of legalities to get access to records and information.

Labrid B, 2nd Floor

Nicki Boudreault, Nicholls State University
Ashley Falterman, Nicholls State University

New Media
12:30-1:20 p.m.

Let Social Media Run Your Newsroom

Social media has become the greatest asset to newsrooms across the country. Newspapers, TV stations, radio stations and all journalists should use Facebook and Twitter for news tips, story sources and more. Most journalists know they need to use social media but have trouble narrowing down what works and what doesn't. This session will provide guidance for questions like "When should I tweet?" "How do I tease a story?" "How can I generate news tips or photos to use?" "Should I have a professional page?" "Are people seeing my tweets?" With a little guidance and some how to examples, social media can help your organization and your career achieve great success.

Zander, 2nd Floor

Alex Kreitman, New Media Director, WCSC-TV

Daily Newspaper/Career Development

12:30-1:20 p.m.

Contrarians at the Gate: Upending the Conventional Rules to Succeed in Journalism

Don't believe everything they say about what it takes to succeed in journalism. It doesn't take a fancy degree from a fancy school, fancy internships or fancy awards. The journalists who work at marquee-name organizations may be smart, but they aren't any smarter than you. Truth is, you can work anywhere you want, and thrive. Here's how.

Oceans Ballroom 9, Lobby Level

Curtis Tate, night editor, McClatchy Washington Bureau

Ethics/Newspaper
12:30-1:20 p.m.

Empathy's Role in the Search for Truth

For reporters, the call to serve through an empathic and compassionate response is a complicated one, for they are required to work objectively. This session will examine ways in which objectivity might make room for empathy and compassion within journalistic routine. Through empathy and compassion one demonstrates his or her humanity. The presenter will offer writers strategies that allow heart and head to work together to discover truth.

Bluegill, 2nd Floor

Janet Blank-Libra, Augustana College

Non-Daily Newspaper
12:30-1:20 p.m.

The Amazing and Awesome AP Stylebook Quiz Show

Will you be the last student journalist standing? Compete in this AP Stylebook quiz for a spectacular prize.

Atlantis B, Lobby Level

Geoff Carr, North Idaho College

Non-Daily Newspaper/Church Related
12:30-1:20 p.m.

Dealing With Private Colleges

Helping your college administration see the journalism light. Hear from a college newspaper adviser who not only went through and survived a censorship battle at a private college, but also helped develop a working solution with college administration. There haven't been any problems since and the paper is now an award-winning publication focused on journalism. Come with problems, questions and ideas, as this session will be about helping you avoid, head off or solve problems at your campus.

Cobia, 2nd Floor

Brian Thompson, Flagler College

Yearbook/Magazine/Newspaper
12:30-1:20 p.m.

100+ Story Ideas

It all starts with the story. From behind the scenes to under the covers, two veteran journalists and advisers will whip through ideas for more than 100 stories that will surprise, entice or charm your readers. Even better, they'll teach you how you and your staffs can generate your own.

Coral Ballroom B, Lobby Level

Lori Brooks, University of Oklahoma
Daniel Reimold, University of Tampa

Yearbook
12:30-1:20 p.m.

Yearbook Roundtable

Meet with your peers to discuss anything involved in the oft-misunderstood medium of the college realm: your college yearbook. From graphically showing the administration that your book is, indeed, journalism and not a PR piece for your school to disappearing staff and equipment to making deadlines by the seat of your pants, we'll talk about whatever you're interested in.

Coral Ballroom A, Lobby Level

Bryan Dugan, University of Oklahoma

Magazine
12:30-1:20 p.m.

Be Greedy for Readers

— and Never Forget That

It's All About Them

To increase your magazine's profile, readership, and submissions volume, the editor-in-chief of a thriving online lit mag reminds you to focus on readers. Learn how to assess your magazine's aesthetic in terms of readers' needs: how to maximize social media to cultivate, increase, and regularly respond to your readers; and how to ensure that your magazine consistently publishes quality material that your readers will love — which does not always parallel what you and your fellow editors love.

Grouper, 2nd Floor

Mimi Ferebee, Editor-in-Chief, Red Ochre Lit

Magazine
12:30-1:20 p.m.

An Entertaining Way into the Magazine Business

A&E editors get no respect from the rest of the newsroom. But if they do their jobs right, they can break into the magazine business. Make those elitist news reporters jealous with these easy-to-use ideas from a professional entertainment editor who's received death threats from Marilyn Manson and has been cussed out by the Red Hot Chili Peppers. Apply what you learn here and you'll be a better journalist and have more fun than the rest of the staff.

Nomeus, 2nd Floor

Michael Koretzky, Florida Atlantic University

First Amendment
12:30-1:20 p.m.

One for All and All for One

The First Amendment Center's executive director updates students and advisers on the latest developments and opportunities in a new, nationwide campaign to build public understanding and support for the First Amendment. The session will have an emphasis on the campus-focused part of the campaign, Liberty Tree Initiative.

Yellowtail Ballroom A, Lobby Level

Gene Policinski, Executive Director, First Amendment Center

Advertising-Business-Marketing
12:30-1:20 p.m.

Branding Your Newspapers

How do incoming freshmen and transfer student hear about your paper? They don't unless you advertise to them. How do local businesses know about your paper? They don't unless

you advertise and brand your student newspaper to them. Come learn successful tips and ideas on how to keep your paper's name on the minds of the student body and local businesses.

Walu, 2nd Floor

Kristine Griffith, re:fuel

Broadcast
12:30-1:20 p.m.

Copywriting for Non-Commercial Underwriting Announcements

When businesses support our stations, we air underwriting announcements about them, their products and services...but what can we say? What are the rules? This session is designed for those who are new to underwriting copywriting. Learn the basics from a seasoned professional!

Anemone, 2nd Floor

June Fox, Station Relations, DEI

Broadcast
12:30-1:20 p.m.

FCC License Renewal

I CBI SPECIAL TRACK

For many licensed radio and TV stations, license renewal is on the horizon and for others, it is a recent memory. Failure to complete the renewal process properly and on-time can lead to fines and even to the loss of your license. This session will provide you with the information and tools you need to understand the process, requirements and more.

Damselish, 2nd Floor

Laura Mizrahi, Vice President, Communications Technologies, Inc.
Brendan Holland, Attorney, Davis Wright Tremaine LLP

Broadcast
12:30-1:20 p.m.

HD Radio Technology, What is New and What You Should Know

HD Radio Technology offers radio stations the opportunity to transmit their audio in a digital format, just like CDs and MP3s. It also gives programmers the chance to offer additional content on channels that appear on the same frequency. Both student and commercial stations are taking advantage of this ability to use these additional HD2/HD3 channels to make fresh, new and experimental programming available to the listening public. Come hear what stations around the country are doing with HD Radio Technology, how many new cars are now available with HD Radio receivers and how the technology may change the future of the media industry and potentially your station. One lucky person in attendance will win an HD radio receiver.

Fantail, 2nd Floor

Kelly Jarvis, iBiquity Digital Corporation

Broadcast
12:30-1:20 p.m.

The Word is...Convergence

Roundtable discussion between representatives of schools that are in the process or recently have converged their student campus media. The moderators — Ed Arke and Brad Arendt are advisers to convergence models at Messiah College and Boise State, respectfully. We can learn from each others successes and failures, challenges and triumphs by getting together for this roundtable.

Mako, 2nd Floor

Edward Arke, Messiah Media Lab, Messiah College
Brad Arendt, Director of Student Media, Boise State University

New Media
12:30-1:20 p.m.

From Start to Finish Online

A quick, easy how-to-guide for student media who want to start a website and gain an online following. This short course focuses on the steps student media outlets should take

to create a web and social media presence on a shoestring budget.

Oceans Ballroom 12, Lobby Level

Kenna Griffin, Oklahoma City University

Vendor Session
12:30-1:20 p.m.

Making the Most Out of Your Journalism Internship

A successful internship can lead to future employment. This session will give you practical tips on how to take full advantage of the many opportunities that come with your internship.

Yellowtail Ballroom B, Lobby Level

Joe Starrs, Director Institute on Political Journalism

Church Related
12:30-1:20 p.m.

Up Against the Wall: Surviving Administrators

Church-related college/university administrators bristle at controversial topics and accuse student media of "going too far." Get the wisdom on what to say, how to say it, what sort of "model" your student media work under, and some non-adversarial approaches in dealing with administrators. Be prepared to share your experiences.

Palani A, 2nd Floor

Richard Kless, Providence College

Terry Mattingly, Scripps Howard Religion Columnist
Sheridan Barker, Carson-Newman College

1:30 p.m. Friday

Broadcast/New Media
1:30-3:20 p.m.

Broadcasting and the Internet: Making the Transition

Radio (and Television) broadcasters of all types are both challenged and enabled by Internet streaming and other net-related opportunities — including social media. See what the real story is regarding prospects for college broadcasters in the on-air and online environments.

Fantail, 2nd Floor

Skip Pizzi, Digital Strategies, National Association of Broadcasters

Student Leadership/Magazine
1:30-2:20 p.m.

What I Know Now

One way to avoid making mistakes is to listen to someone who was in your shoes. Three years ago Julie Williams was editor-in-chief of her school paper. Today she works as an assistant editor for *GolfWeek* magazine. Julie will share her experiences as an editor-in-chief (how she managed others, what management tactics worked and which didn't, and what she wished she knew before taking the top job) and how her experience at the college paper opened doors to journalism in the real world.

Labrid B, 2nd Floor

Julie Williams, *GolfWeek Magazine*

Affiliate Session
1:30-2:20 p.m.

Community College Journalism Association Business Meeting

CCJA members will gather to discuss the status of the Community College Journalism Association.

Palani A, 2nd Floor

Robert Muilenburg, *Del Mar College*

Daily Newspaper/Magazine/Student Leadership
1:30-2:20 p.m.

For Editors Only: Rule With an Iron Fist Yet Wear a Velvet Glove

If you work at a big newspaper at a big school, maybe it's easy to recruit a shiny, happy staff that always makes deadline and fills pages with pristine copy. But for the rest of us, it's about small staffs, tight deadlines, and short tempers. So how can you find staffers who aren't slack-jawed, bend them to your will, and publish a paper that competes with the big boys? Learn the Five Rules of Ruling Well from an adviser whose staff of eccentrics has won a couple of national awards by doing things a little differently.

Nomeus, 2nd Floor

Michael Koretzky, Florida Atlantic University

Ethics/Newspaper
1:30-2:20 p.m.

Tough Interview? You Can Do It

Does your stomach ache at the thought of interviewing the dean who always criticizes the newspaper? Or the campus police chief who doesn't welcome your analysis of crime statistics? Or the student who just lost a loved one in combat or a tornado? Learn how to do these interviews while respecting your subjects — and yourself.

Labrid A, 2nd Floor

David Simpson, Georgia Perimeter College

New Media
1:30-2:20 p.m.

Are You Accessible?

In the age of information, accessibility is often overlooked. Technology has made creating content as simple as 140 characters. Who is your audience? How are they accessing the content you create? Web technology is the culmination of a variety of media, print, audio, video and interactive. We will uncover Web standards, investigate tools and leverage techniques that will make your content accessible.

Zander, 2nd Floor

Brad Berkner, Coordinator of Interactive Media Projects, Elon University

Daily Newspaper
1:30-2:20 p.m.

Watchdog Journalism and Alternative Story Format

What good is a watchdog journalism story if nobody reads it? If you want to push your watchdog stories, you need to think of the finished product. Alternative Story Formats (Q&A, Quiz, Chunkle, List, etc.) are statistically shown to be better read — and better remembered by readers. Isn't that the point of being a watchdog?

Palani B, 2nd Floor

Bill Zimmerman, Senior Production Editor, Orlando Sentinel

Daily Newspaper
1:30-2:20 p.m.

Sex, Sex, Sex: Covering Campus Love, Lust, and Every Kink in Between

It's more popular in college than ever — in column form. College newspaper sex columns have helped revolutionize student journalism and defined a new sexual generation. This

FEATURED SESSION

Immigration and the Media: A conversation with Jose Antonio Vargas

Crystal Ballroom • 1:30 p.m. Friday



Immigration is a challenging and complicated topic not just for politicians and policy-makers, but also for the press.

Hear the story of award-winning journalist Jose Antonio Vargas, who revealed last spring that

he's actually part of the story as an undocumented immigrant. Discover some resources for covering immigration and immigrants — and for dealing with the ethical questions surrounding this issue — and join the discussion about the media and immigration.

Rachele Kanigel, media adviser at San Francisco State University, will interview Vargas about his story and about Define American, his campaign to change the conversation on immigration reform. Kanigel will then moderate questions from the audience and via Twitter.

session — led by the author of *Sex and the University*, a book on the student sex column movement — will briefly share the story of these columns and offer advice to students and advisers considering launching a sex or dating feature of their own. Tips will include an outline of hurdles to avoid, topics to tackle, and formats to take. Carrie Bradshaw will make an appearance (via PowerPoint).

Oceans Ballroom 11, Lobby Level

Dan Reimold, University of Tampa

Newspaper/Design/Two-Year
1:30-2:20 p.m.

Design: The Basics and Beyond

Helping the reader with good age design and typography is applicable to all print publications: newspapers in tab or broadsheet and magazines and online publications as well. Many examples of do's and don'ts

Wedgewood Ballroom, Lobby Level

Gina Bowden-Pierce, copy editor and designer, St. Petersburg Times

Non-Daily Newspaper/Ethics/Two-Year
1:30-2:20 p.m.

Can We Print That?

This veteran adviser will cover many aspects of elements you should consider when deciding to publish a newspaper story.

Bluegill, 2nd Floor

Dana Peck, Tallahassee Community College

Non-Daily Newspaper
1:30-2:20 p.m.

How to Get an A in Class (and, Even Better, a Job Afterward)

Avoid your journalism professor's pet peeves while preparing for a future career. Technology is the future, but writing still comes first. We'll look at common copy errors that can easily be remedied, plus ways to compose stories that take

advantage of the Internet and will impress your future employer.

Atlantis B, Lobby Level

Geoff Carr, North Idaho College

Non-Daily Newspaper
1:30-2:20 p.m.

Everyone Has an Opinion. So Why Are They So Hard to Write?

Coming up with compelling opinion topics and columns can be tricky, even agonizing. But they don't have to be. In fact, they can be rewarding, fun, empowering, personal, addictive, a great way to find your voice and maybe even land you a few awards. In this interactive session, a newspaper adviser and award-winning columnist will help you (fingers crossed!) walk away with a ready-to-write column. Come with an opinion idea, no matter how half-baked, and we'll work on refining it.

Cobia, 2nd Floor

Brian Thompson, Flagler College

Yearbook
1:30-2:20 p.m.

The Bright Future of Yearbooks

This roundtable discussion will talk about how the market for all books has changed and explore the impact that has on the future of yearbooks. It will be focused on the positive future: trying to unearth new business models and adapting current staff structures, work flows, and finances to transition into a sustainable future system. Topics will include a book creation, potential yearbook application creation, marketing changes, financial model changes and opportunity development ideas along with any other innovative and creative ideas from other schools.

Atlantis A, Lobby Level

Brad Arendt, Boise State University

Yearbook/Design
1:30-2:20 p.m.

Clean Type... With Flair

Clean, simple type is a must for readability. But can you create consistency and continuity in the typography of your book but also use design or art heads? The veteran designer and designer will show you how it's done.

Coral Ballroom B, Lobby Level

Randy Stano, University of Miami

Magazine
1:30-2:20 p.m.

Lit Mag Generals Summit: Dispatches From the Bloody Trenches of Little Literary Magazines

A confab of the most pioneering generals of literary magazine warfare will share their stories from the front lines. Or perhaps the gentle souls of the placid pages of literary America will mellifluously share their kind encouragement. Truth is — we don't know WHAT will happen when we bring these guys together, so come and find out! Meet Raymond Hammond, EiC of New York Quarterly; Katie Cortese, EiC of Southeast Review; Mimi Ferebee, EiC of Red Ochre Lit; Steven Corey, EiC of Georgia Review; and Laurie Ann Cedilnik, Assistant Fiction Editor of Barrelhouse.

Grouper, 2nd Floor

*Mimi Ferebee, Editor-in-Chief, Red Ochre Lit
Raymond Hammond, EiC of New York Quarterly
Katie Cortese, Editor-in-chief of Southeast Review
Stephen Corey, Editor of Georgia Review
Laurie Ann Cedilnik, Assistant Fiction Editor of Barrelhouse
Drew Grauerholz, Moderator, First Inkling Magazine*

Magazine
1:30-2:20 p.m.

Sports Features: All Questions Answered

A writer and editor for The Post Game at Yahoo! Sports, and former senior writer for ESPN The Magazine, shares the lowdown on writing great sports features and profiles. Come armed with plenty of questions about sports coverage on your campus and on the national scene.

Oceans Ballroom 10, Lobby Level

Eric Adelson, Yahoo Sports

First Amendment/Advertising/Business
1:30-2:20 p.m.

The First Amendment Goes Commercial

Have you ever had to decide whether to accept an ad soliciting students to become witches? What about strip club ads? Ever heard of Bradley Smith and his Holocaust revisionism efforts? This session on commercial speech will discuss the ability of a newspaper to reject or accept advertising based upon its advertising/management structure, whether advertising content passes legal muster and what ethical hurdles should be considered. A veteran adviser also will take a brief look at advertising policies and how they play into the ability to make those decisions.

Oceans Ballroom 12, Lobby Level

Robert Bortel, Bowling Green State University

Photojournalism
1:30-2:20 p.m.

Covering Disasters

Matt Stamey will show photos from a variety of disasters including hurricanes and oil spills. He'll talk about the importance of developing sources and how to use them during a disaster. Stamey is a staff photographer at The Gainesville Sun. Before moving to Florida, he was the Chief Photographer at the Houma Courier in south Louisiana where he photographed Hurricane Katrina and the Gulf Oil Spill.

Yellowtail Ballroom A, Lobby Level

Matt Stamey, The Gainesville Sun

Advertising-Business-Marketing
1:30-2:20 p.m.

Public Relations in College Media

Public Relations departments serve to bridge the gap between the student body, the community and your newspaper. In branding your publication, planning events and developing public relations campaigns to increase readership, a public relations department can be a valuable addition to your paper's marketing plan. We will give you ideas on how to start and run a PR Department at your paper. We will talk about staff, sponsored events, special section writing and many other things you can do at your media organization.

Coral Ballroom A, Lobby Level

*Lindsey Schwack Iowa State Daily
Jolie Monroe, Iowa State Daily*

Advertising-Business-Marketing
1:30-2:20 p.m.

Advertising and Editorial — Why Can't We Just Get Along

Two veteran newspapermen turned college media advisers discuss how to improve the relationship between the editorial and advertising staffs while maintaining the line that runs between the two departments. Be prepared to discuss the relationship in your office and find out how to make it better.

Walu, 2nd Floor

*Paul Bittick, Cal Poly San Luis Obispo
Dave Waddell, California State University-Chico*

Broadcast/New Media
1:30-2:20 p.m.

Your Own YouTube Channel Roundtable

YouTube has become one of THE places to post video...but how does it work best for a college TV station? Students will discuss what works, what doesn't and share ideas for using the popular site as another avenue for distributing content.

Mako, 2nd Floor

Abby Frye, Cougar Television, College of Charleston

Daily Newspaper
1:30-2:20 p.m.

How to Cover Breaking News

When breaking news happens, there are certain steps you can take. No matter what happens, there are things you can do to prepare yourself. There are methods to reporting to get the news out to your audience in a fast way.

Yellowtail Ballroom B, Lobby Level

Kate Jacobson, Michigan State University

2:30 p.m. Friday

CMA
2:30-4:20 p.m.

CMA Advisory Council

Members of the CMA Advisory Council, which includes project and committee chairs or their designees, meet with CMA's Board of Directors to discuss activities and programs planned for the coming year.

Palani A, 2nd Floor

Sally Renaud, Eastern Illinois University

Ethics/Newspaper/New Member/Broadcast
2:30-4:20 p.m.

Revisiting "The Paper"

"The Paper" is a 78-minute documentary filmed and produced by filmmaker Aaron Matthews and aired in 2006 on the PBS "Independent Lens." The film captures a publishing year at The Daily Collegian, Penn State's student newspaper. The film deals with ethical issues and presents a picture of the media as seen through the lens of aspiring journalists. Since that time many educators have used the film as a teaching tool, and the State Department uses it as a training tool for Eastern Europe. Now, five years later, we would like to show the film again and hold a panel discussion with the filmmaker and a student in the film. It will offer us an opportunity to talk about the ethical issues raised by the film, as well as get an idea of how the participants feel about the experience five years later.

Wedgewood Ballroom, Lobby Level

John Harvey, Georgia Southern University

Broadcast
2:30-3:20 p.m.

A "Face" for Radio: Judging the Face Behind the Voice

When broadcasters are told they have a "face for radio," most take it as an insult. However, research indicates that listeners make determinations as to what radio personalities "look like" based solely on their voices and on-air delivery. Announcers with deep voices are perceived as strong and good-looking, while those with artificially high voices are perceived as weak and unattractive. This interactive presentation involves the examination of vocal patterns as participants attempt to match the voice with the face. There are ramifications for the education world as well, as the findings are applied to students who want to pursue electronic media careers without facing the harsh glare of cameras.

Oceans Ballroom 12, Lobby Level

Pamela Ohrt, Wartburg College

Media Law
2:30-3:20 p.m.

Avoiding the Libel Trap

A look at the myths and realities of libel and defamation — and some common red-flag scenarios that should alert you that it's time to call the lawyers before you publish.

Atlantis A, Lobby Level

Frank LoMonte, Student Press Law Center

Daily Newspaper
2:30-3:20 p.m.

Let's Talk About Excellence

What exactly is excellence in journalism, specifically collegiate journalism? This session will involve the audience in a conversation about excellence so they can then go back to their newsrooms and have their own conversation with their staffs. Aim high!

Bluegill, 2nd Floor

Lola Burnham, Eastern Illinois University

Student Leadership
2:30-3:20 p.m.

Where are My Students? A Look at Emergency Management On-Campus (Adviser Session)

When a major event happens on campus, everyone from the President's Office to the Public Relations office has a plan: who to call, communication tree, etc. But what "chain of command" is in place for the student media? Who do they contact if you are "out of reach"? This session will cover basic information on developing a communication plan, with the assistance of your students. If you have one to share, bring it!

Labrid A, 2nd Floor

Mandi Bryson, College of Charleston

New Media
2:30-3:20 p.m.

Liveblogging the News

With liveblogging, a journalist covering a fast-moving news event can post significant developments immediately, link to other news coverage, including Twitter and Facebook comments, display multimedia and engage the audience.

This session will address strategies for effective liveblogging, the advantages and disadvantages, and the ethical and logistical challenges. We'll then practice liveblogging with CoverItLive (free), including CIL's mobile platform. Students should bring along smartphones and see how this is done.

Zander, 2nd Floor

Jill Van Wyke, Drake University

Daily Newspaper
2:30-3:20 p.m.

You Lost Me at Hello: Covering a Speech

Speeches often begin with "Hello, my name is ..." and end with applause. But your story should do neither of those things. In this session, learn to write a speech story that emphasizes the most interesting or important things the speaker said. Even if the speech is boring, your story doesn't have to be!

Palani B, 2nd Floor

Paul Isom, East Carolina University

Non-Daily Newspaper
2:30-3:20 p.m.

Scaling the Inverted Pyramid

Hate it or love it, the Inverted Pyramid (IP) writing style is used in nearly 70% of news articles. Having trouble meeting your deadlines? E-I-C or section editor constantly pushing you to finish faster? If so, get to this session and learn how to streamline your writing process using IP concepts. Come ready to think on your feet and write on the run.

Labrid B, 2nd Floor

Jeff Halliday, Longwood University

Student Leadership
2:30-3:20 p.m.

Avoid Conflict by Creating a Vision and Mission

Creating a mission and vision statement sounds like a waste of time, but can actually save you time, help you avoid stress, and minimize conflict throughout the year — and help your publication and team achieve things you never thought possible. Learn how to quickly and easily write a mission and vision statement, and discover, why they're so important.

Oceans Ballroom 11, Lobby Level

Andy Dehnart, Stetson University

Diversity
2:30-3:20 p.m.

How Not to Offend Black Folks

Even with Barack Obama in the White House, race is still a hot button topic in America. Oftentimes, racial groups complain that their communities are not covered — or are covered inadequately. This session will give at least 10 tips to assist in covering these communities.

Atlantis B, Lobby Level

Valerie White, Florida A&M University

Magazine
2:30-3:20 p.m.

From the Very Long List to the Shortlist — The Elements of a Standout Lit Mag Submission

Whether you're a writer sending out short stories and poems, or an editor combining through submissions, you'll get game-changing counsel in this session. A renowned poet and editor highlights the rare attributes of a standout literary submission. Before you send off that piece — or decided to publish someone else's — make sure you understand the stakes; learn how to recognize the quality of the competition; overcome the most common writing gaffes; and give yourself the best prospect for success.

Grouper, 2nd Floor

Steven Corey, Editor-in-Chief of Georgia Review

New Member/Advertising/Business
2:30-3:20 p.m.

Business 101 for Advisers

A dozen clients are complaining they haven't received last month's invoices. An ad agency is threatening to pull a large contract because they didn't like something on the editorial page. Your sales reps — if you have more than one — think ads can only be sold by answering the phone when a client calls to place an order. You're a journalist, not a sales manager. How are you supposed to know the answers? If you're an adviser expected to do it all there is hope. In this session, you'll receive some practical tips from an adviser who learned how to build a money-making sales department one small step at a time.

Coral Ballroom C, Lobby Level

Erin Gibson, University of Southern Indiana

First Amendment
2:30-3:20 p.m.

Inside the First Amendment

From current challenges in courts and legislatures to the findings of the State of the First Amendment surveys, a comprehensive and challenging look at our First Amendment rights. Be prepared to defend your positions on free expression with experts from the First Amendment Center.

Cobia, 2nd Floor

Gene Policinski, Executive Director, First Amendment Center
David Hudson, Legal Scholar, First Amendment Center

Photojournalism
2:30-3:20 p.m.

Sports Photojournalism: The Skills to Succeed

Gary Green will talk about sports photojournalism, the ever-evolving role of multimedia as it pertains to covering sports and the industry as a whole. He will address the skill sets and experiences students entering the field will need to have to become successful. Finally, Green, a senior photojournalist with the Orlando Sentinel will address the importance of creating opportunities for assignments and work in efforts to gain valuable field experience without jeopardizing future financial success or the viability of the industry by working without appropriate compensation.

Coral Ballroom B, Lobby Level

Gary Green, Orlando Sentinel

Photojournalism/Career Development
2:30-3:20 p.m.

One-Man Band Journalism

In this session we will prepare for the very real world of newspapers and magazines, showing you just how much has changed in recent years and discuss where the industry is moving - into a backpack. As our industry evolves, we need to take a step back into the classroom and take time to review exactly what a photographer's role is at a publication. We will discuss different types of publications and how you can tailor your skills to land a job as a multimedia journalist. Steven has covered the Gulf Oil Spill, multiple NCAA National Championships and has worked at the New York Times The Miami Herald, ESPN, Yahoo Sports and Sports Illustrated.

Yellowtail Ballroom A, Lobby Level

Steven Johnson, StevenJohnsonmedia.com

Advertising-Business-Marketing
2:30-3:20 p.m.

Recruiting and Training a College Sales Force

Finding eager and qualified students interested in working as advertising account executives is always a challenge. And once you find them, training them is equally as tough. Learn how to find those jewels in the rough and turn them into diamonds on your sales staff.

Walu, 2nd Floor

Stephanie Murawski, Cal Poly San Luis Obispo

Broadcast/Photojournalism
2:30-3:20 p.m.

Before Photoshop: Editing Through Your Lens for Photographers and Digital Videographers

This session will look at the thought process behind illustrating your words, and the responsibilities of an image producer. The session will then proceed to looking at how we image through the lens, what do we see, the decisions we make when cropping in camera and finally the ethics of composition and lens choice.

Anemone, 2nd Floor

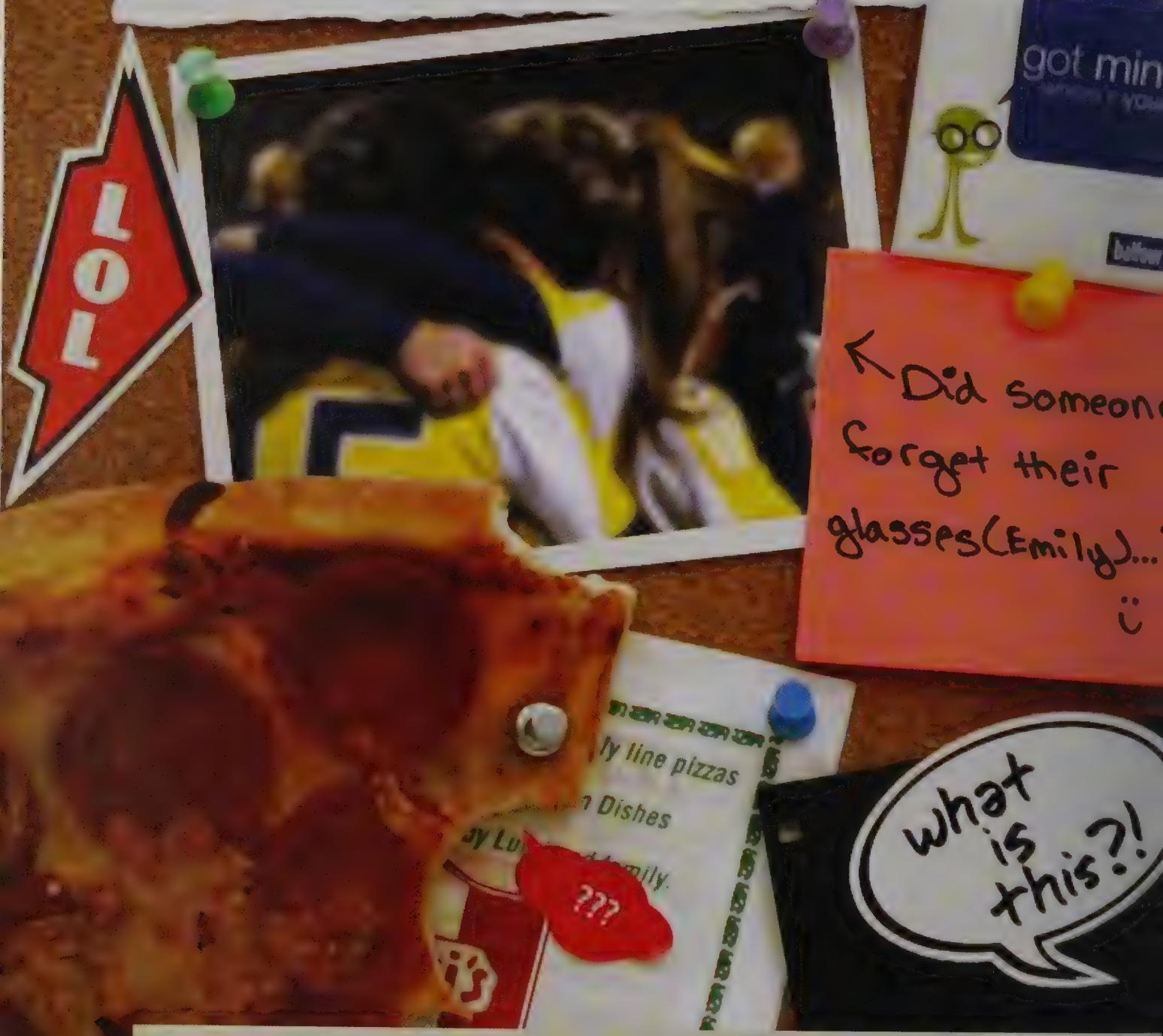
Robert Nulph, Lewis University

Broadcast
2:30-3:20 p.m.

Excuses ...A Humorous Look at Excuses Given by Students for NOT Showing UP as Expected and What to Do About It

If you have been an adviser for more than a year, you've probably heard every imaginable excuse from a student worker who misses an airshift, TV taping or production meeting. Well, you may not have. With over 30 years experience in radio, television and cable, Richard Gainey will

THIS IS MY ROOM.



YOU KNOW WHAT TO DO! VISIT OUR BOOTH.

It's our yearbook room. Sure, I've got my room at home.
But this is my REAL room.

Why? Duh, I love yearbooks!

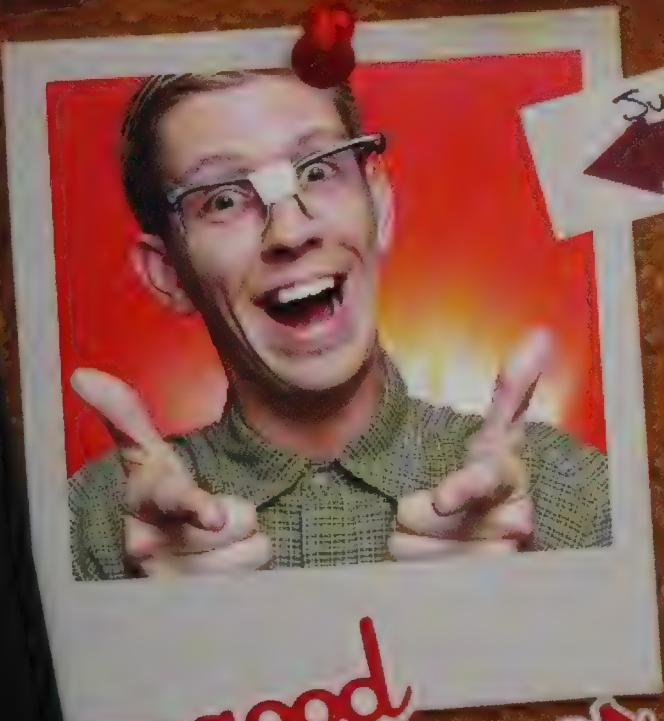
The deadlines, the drama, the inside jokes only
we understand...it's like our own reality show!
And my yearbook staff? They're like family!

In fact, they make my real family look almost normal.

the
best!

Spel
Check!

CR P
balfour.



Justin - this is
EPIC



good
times

I 
YB

balfour.
balfour.com

66 TPH
68 SV
70 G11
72 BC
74 G11
76 G11
78 B9
80 B9

share stories, excuses AND solutions to daily absenteeism problems we find in student media.

Damsel Fish, 2nd Floor

Richard Gainey, General Manager, Ohio Northern University

Broadcast
2:30-3:20 p.m.

Radio Production Roundtable

Meet with your CBI colleagues from across the country to discuss what you've found that works (or doesn't) for producing station imaging, PSAs, show promos, station promos, event promos, and more. The roundtable will be casual, friendly, and (hopefully) lively discussion. Creativity sharing is the goal and the moderator's role is to provide an inclusive atmosphere to enable as many ideas to flow as time will permit. We will also examine what key elements should be present in every produced item to help promote the station's programming and build an audience.

Mako, 2nd Floor

Michael Taylor, WVVS Blaze FM, Valdosta State University

Professional Development
2:30-3:20 p.m.

Talking Student Media With Student Affairs

Being a student media adviser in a student affairs world can get tricky. We'll talk about student affairs concerns and how to address them while maintaining the integrity of the student media organizations and providing a valuable learning experience for our students.

Nomeus, 2nd Floor

Lila Carney, Quinnipiac University

Church Related/Diversity
2:30-3:20 p.m.

Leveraging National/International Content: Ways Student Media Can Become More Culturally Aware

Church-related college/university students sometimes get accused of being too "cloistered" — sheltered, closed off and not aware of life beyond their campuses. Explore how to avoid such pitfalls and make your student media more aware and sensitive, culturally, and how to find stories beyond the campus than can intrigue and inspire.

Coral Ballroom A, Lobby Level

*Dean Nelson, Point Loma Nazarene University
Tim Posada, Azusa Pacific University
Richard Kless, Providence College
Kevin Armstrong, Oral Roberts University*

Vendor Session
2:30-3:20 p.m.

Monetize with Mobile Apps

Immediately and easily get into the app world, and generate significant revenue with our unique location-based, real-time ad platform.

Yellowtail Ballroom B, Lobby Level

Tim Roberts, iCampusTimes

3:30 p.m. Friday

Digital Media/Advertising/Business
3:30-5:20 p.m.

Creating an iPad Edition, the New Kind of Tab

Adoption of tablet devices is growing at an exponential rate — even faster on college campuses. Publications now have the opportunity to reach out to a new readership and capture a new revenue stream that will grow over time. The Iowa State Daily has launched its subscription-based tablet edition (not an app) this fall and we will show you how you can too with a number of the tools you may already have in your editorial work flows. We'll cover conception of the product,

planning, prototyping and launching your very own tablet edition using Adobe Digital publishing Suite. The Daily staff will walk you through the step-by-step process of creating a visually stunning, highly interactive digital publication.

Oceans Ballroom 11, Lobby Level

*Charlie Weaver, Iowa State University
Brian Smith, Iowa State University
Jake Lovett, Iowa State University*

Research/Professional Development
3:30-5 p.m.

College Media Research Paper Presentations

The Professional Development and Research committee proudly presents the top three papers from the annual Ken Nordin award competition. See the research conducted by your colleagues and help us acknowledge the winner of this year's Nordin Award. The First Place for the Ken Nordin Award goes to Cliff Brockman, Bob Bergland and Dave Hon for their article on the Pacemakers Winners Circle. The Second Place goes to Daniel Reimold for his article titled: "A Voice of Independence: The Founding of Iraq's Free Student Press. The Third Place was awarded to Carol Terracina-Hartman and Robert Nulph for their article: "Credentialling of Campus Media Advisers"

Atlantis B, Lobby Level

Vince Filak, University of Wisconsin-Oshkosh, moderator

Broadcast
3:30-5 p.m.

10th Annual CBI Student Production Awards

Join us as we salute the best in student broadcast media from 2010-11 in 24 categories from just under 600 entries. The awards ceremony will include a brief sample of each winners work. CBI will also honor several individuals who have gone above and beyond to help student media around the nation and introduce the winners in the CBI Board election.

Oceans Ballroom 9, Lobby Level

Warren Kozireski, Immediate Past President/Awards Coordinator

Non-Daily Newspaper
3:30-4:20 p.m.

Recruiting and Retaining Staff

Tips for recruiting newspaper staff members from the high school ranks and from within your own college. Other suggestions include how to make your newsroom a place where they want to be and how to keep them there.

Nomeus, 2nd Floor

Nils Rosdahl, North Idaho College

Student Leadership
3:30-4:20 p.m.

Romancing the Source: Using the Techniques Behind Speed Dating to Improve Your Interviewing Skills

Using the principles of speed dating, students will attempt to get to know each other — and get enough information for a story — in increasingly short increments. Plan to move around a lot. This is the perfect session for students looking to get a lot of information out of a source in a short amount of time.

Labrid A, 2nd Floor

Barbara Allen, Oklahoma State University

New Media/Newspaper/Broadcast
3:30-4:20 p.m.

The Joy and Angst of a New Media Marriage: Inside the First Year of a Convergence/Divergence Shift at UNF

Most journalists know what we don't know about the state of media today: Where is it going, and how do we best

prepare for it? The student-run media at the University of North Florida — a newspaper, radio station and TV station — decided to pool their resources and create a new digital pipeline. You'll hear from the students and their adviser about the creativity and challenges involved.

Zander, 2nd Floor

*John Timpe, University of North Florida
Matt Head, University of North Florida
Ben Branda, University of North Florida
Chance Ryan, University of North Florida*

Student Leadership
3:30-4:20 p.m.

Female, Freshman and Fearless — How to be a Successful Young Leader

Coming into a college news organization as a younger editor can be a challenging experience. Augusta Statz, editor-in-chief of District as a freshman, shows why it's important to be professional, have a vision and be motivated to do what it takes to make your vision become a reality, and how to overcome the challenge of being the younger leading the older.

Palani B, 2nd Floor

Augusta Statz, SCAD

Yearbook/Newspaper/Magazine
3:30-4:20 p.m.

Take it From the Top: Writing the Feature Lede

You can have the shiniest nut graf this side of the NYT, but no one cares unless you've got a lede that will keep those eyeballs on the page. Feature writing requires a little flair, so kick those bland summary ledes to the curb and embrace the descriptive, the anecdotal and the narrative. Join a former Sooner yearbook editor (and current SPLC intern) as she shows you how to spice up your tops so people will read your bottoms.

Labrid B, 2nd Floor

Nicole Hill, Austin American Statesman and Student Press Law Center intern

Magazine
3:30-4:20 p.m.

Magazine Zero to 60: Building a Lit Mag From the Ground Up With Little or No Experience or Money

A veteran adviser and his student editors will outline a surefire method to catapult your publication to success in one academic year. After this session, the editors of First Inkling, a new national literary magazine featuring the best college and university writing, will remain to meet with you to schedule interviews for associate editor positions and accept submissions of poetry, fiction, and narrative nonfiction.

Grouper, 2nd Floor

Ian Blake Newhem, First Inkling Magazine

New Member/Broadcast/Ethics/Media Law
3:30-4:20 p.m.

New Adviser Short Course II

If you need a crash course in ethics and law, then these veteran advisers will give it to you. Prior review, FERPA, libel and the FCC will round out this session.

Coral Ballroom C, Lobby Level

*Charles G. Bailey, Marshall University
Sacha DeVroomen Bellman, Miami University
Kelly Messinger, Capital University*

First Amendment
3:30-4:20 p.m.

Shoot? Don't Shoot?

Photojournalists and videographers regularly clash with police over their rights, and some are even being prosecuted for wiretapping for doing no more than filming police officers.

Learn the latest developments in the law of photography, and how to protect your rights in a confrontation.

Atlantis A, Lobby Level

Frank LoMonte, Student Press Law Center

Photojournalism
3:30-4:20 p.m.

Basic Photo Composition

Basic photo composition: If you've never heard of the rule of thirds, this session is for you. Amy Kilpatrick of the University of Alabama at Birmingham will cover the rule of thirds, repetition of shapes, framing, leading lines, dominance, selective focus and other fundamental techniques of photojournalism for photographers, designers and editors.

Coral Ballroom B, Lobby Level

Amy Kilpatrick, University of Alabama-Birmingham

Advertising-Business-Marketing
3:30-4:20 p.m.

Sell More With Campaign and Spec Ads

Learn how well-planned advertising campaigns can benefit both your newspaper and your customer, the advertiser. Using spec ads can also substantially increase your advertising sales.

Walu, 2nd Floor

Paul Bittick, Cal Poly San Luis Obispo

Church Related
3:30-4:20 p.m.

Writing is Both Vocation and Calling: Finding Your Passion in a Profession of Pessimism

In an industry beset by layoffs and declining readers, listeners, viewers, etc. a sense of calling may sustain us as we learn to ask better questions and tell better stories that reflect both faith and professionalism. Your faith can be your niche in developing cutting edge content. Learn how.

Bluegill, 2nd Floor

Kevin Armstrong, Oral Roberts University
Terry Mattingly, Scripps Howard Religion Columnist
Kim Collins, World Journalism Institute
Cameron String, Editor, Relevant Magazine
James A. Smith, Executive Editor, Florida Baptist Witness

4:30 p.m. Friday

Hall of Fame

4:30-5:20 p.m.

CMA Hall of Fame Committee Meeting

Members of CMA's Hall of Fame Committee will meet with Chair to discuss candidates for 2011

Opah Boardroom, 2nd Floor

Pat Parrish, Louisiana State University

New Media/Two-Year College
4:30-5:20 p.m.

Web First

Learn how to make the transition to a Web-first newsroom, how to structure staffing to accomplish that goal, and the tools needed to make it happen, all without sacrificing the print edition. We also talk about what components are really important to add to a website and how to decide the best way to tell the story. Geared toward small/community colleges.

Zander, 2nd Floor

Christina Drain, Pensacola State College

Mentoring
4:30-5:20 p.m.

New Advisers...Meet Your Mentors

This session will allow mentors and mentees to meet as well as discuss ideas for the program ... come ready with ideas and questions!

Labrid A, 2nd Floor

Sally Renaud, CMA President
Manid Bryson, College of Charleston
Kelly Messinger, Capital University

Magazine
4:30-5:20 p.m.

Beyond the Ivy Tower: Bringing Your Student-Run Journal to a National Audience

You've gathered your staff. You've encouraged your friends to send submissions. You've maybe even published your first issues. So what's next? The erstwhile editor for Gulf Coast and all-around lit mag junkie will cover the nuts-and-bolts of taking your literary journal to the next level. From soliciting submissions to advertising and marketing, from fundraising to fun — you'll even find out what it takes to bring your journal to a national audience.

Grouper, 2nd Floor

Laurie Ann Cedilnik, Assistant Fiction Editor, Barrelhouse

First Amendment
4:30-5:20 p.m.

First Amendment Freedom Challenge

How many freedoms does the First Amendment Guarantee? Which Supreme Court Justice famously wrote, "I know it when I see it," as he sought to define the parameters of obscenity. Which animated television character argued that burping was a First Amendment right? If you are a trivia buff and want to engage in some friendly (and brainy) competition, this session is for you. Join us for the First Amendment Trivia Session of the decade and put your knowledge of the law to the test. Prizes, fun and insight into Constitutional law guaranteed.

Coral Ballroom C, Lobby Level

Andrea Bremer Frantz, Robert Morris University

5 p.m. Friday

Broadcast
5-6 p.m.

CBI Membership Meeting

The CBI annual membership meeting will include reports from the CBI board and allow time for Q&A from the audience concerning reports and other issues of concern to the membership. All are invited to attend, even if your station is not currently a member of CBI.

Mako, 2nd Floor

CBI Board

5:30 p.m. Friday

Special Presentation
5:30-7 p.m.

Not As I Pictured

This is an autobiographical film following Pulitzer Prize winning photojournalist John Kaplan's cancer journey. Although the topic is serious, Not As I Pictured is upbeat, very positive, and ends with John's remission and return to health. Kaplan is one of America's most accomplished photographers, having been awarded the Pulitzer Prize for Feature Photography, POY National Newspaper Photographer of the Year, the Overseas Press Club Award, two Robert F. Kennedy Awards, and the Nikon Documentary Sabbatical

Grant. Currently, he is a full professor at the University of Florida where he has been named International Educator of the Year as well as his college's Teacher of the Year, John has been named a Fulbright Scholar and has twice been selected as a Pulitzer Prizes juror. He is the author of two books, Photo Portfolio Success and Mom and Me.

Oceans Ballroom 12, Lobby Level

John Kaplan, University of Florida

Magazine
5:30-6:30 p.m.

Magazine Meet in the Suite: One-on-One With Magazine Bigwigs

In this invitation-only session, you can hang out and eat with the Lit Mag and Magazine Track speakers; get professional advice; ask for magazine critiques; get some mentoring; pitch yourself for internships; and generally schmooze with some of the commercial and literary magazine industry's top dogs. We have limited space — sign up at the First Inkling booth in the exhibit hall.

CMA Suite, 1094/1095

Ian Blake Newhem, Editor, First Inkling Magazine, Host

6:30 p.m. Friday

ACP/CMA
6:30-11:30 p.m.

A Night Out, Part 1

Want to see some of Orlando at night? You can. Just board the bus in front of the hotel. Tonight's destination is the Pointe Orlando dining and entertainment district. But be sure to keep a check on the time, because the bus returns to the hotel at 11:30 p.m.. After that you are own your own. The bus will pick up just outside the hotel.

Florida Community College
6:30-8 p.m.

FSCPA Members Dinner

FSCPA Members should plan to attend the FSCPA awards dinner just down the driveway at the Hilton Garden Inn this evening. This is a FSCPA members-only event.

Hilton Garden Inn

Rob Marina, College of Central Florida

9 p.m. Friday

College Media Advisers
9-11 p.m.

Advisers' Get Together II

Advisers, not ready to go to your room and watch reruns of Undercover Boss? Drop by the CMA suite, visit with the officers and other advisers you may not have met at the reception on Thursday.

CMA Suite, 1094/1095

Sally Renaud, CMA President

11 p.m. Friday

First Amendment
11 p.m.-1 a.m.

Midnight Snack and Cereal

Refine your feature writing over Frosted Flakes, finesse your front page over Froot Loops, and analyze your A&E section over Apple Jacks. Our free critiques will show you the Trix of the trade and some Bran-new ways of doing things. Bring your newspapers and magazines, and we'll bring the cereal, milk, bowls and spoons.

Oceans Ballroom 11 & 12, Lobby Level

Michael Koretzky, Florida Atlantic University

SATURDAY AT A GLANCE

	8 a.m.	9 a.m.	10 a.m.	11:30 a.m.	12:30 p.m.
LOBBY LEVEL					
Oceans Ballroom Foyer	Convention Registration/Check-in (8 a.m.-2 p.m.) / Publication Critiques, Session II (9 a.m.-noon)				
Atlantis A		Friend Request: Should Students/ Advisers be Facebook Friends?	Editing 12 Magazines a Month	How to Get a Job in Magazine Publishing	Can You Keep Your Sources Confidential?
Atlantis B		Collegiate Newspaper Design	Prior Review in the Digital Age	Editing With a Sense of Mission	News by Design
Coral Ballroom A		Design Across Platforms	Multimedia Storytelling: Finding the Best Form		Give Me the Freedom to Know the First Amendment?
Coral Ballroom B	Job Fair Interviews (8:30 a.m.-noon, participation limited)				
Oceans Ballroom 9		Life Coaching 100 Level	Successful Yearbook Leadership	Playing With the Big Boys	Don't Blow Your To
Oceans Ballroom 10			CMA General Membership Meeting		
Oceans Ballroom 12	CMA Committee Meeting / 2012 Convention Planning			Can You Say "Suck My (Insert Proper Genitalia Here)" in the Newspaper?	Leadership Roundtable
Wedgewood Ballroom		Step Your Game Up — Developing a Sports Beat	Deadline Deadbeats	Banishing the Box Score: Improving Your Sports Section	Finding Features o the Two Year Camp
Yellowtail Ballroom A		Rita Skeeter and the Code of Ethics	Copyright Primer	The Lawyers are In	
Yellowtail Ballroom B		Not Your Father's Newspaper: Redesigning the Kent Stater	Get That Internship	Interviewing 101	Challenges of Leading a Photo Department
HILTON GARDEN INN (NEXT DOOR)					
				FCSPA Advisers Luncheon (noon-1:30 p.m.)	

1:30 p.m.	2:30 p.m.	3:30 p.m.	4:30 p.m.	Evening
In Residence, Part III (11 a.m.-4 p.m.)				
Run Your Meeting Without Getting Run Off, Run Over, or Run Out				
Warning: You DON'T Want to Be a Sports Writer Anymore				
Job Fair Interviews (1:30-4:30 p.m., participation limited)				A Night Out II (Hotel shuttles to Universal CityWalk) 6:30-11:30 p.m., Outside Hotel
When Things Go Wrong: Accurate, Ethical and Sensitive Coverage of Tragedy		Convention General Session Presentation of ACP Annual Awards 3:30-5:30 p.m., Crystal Ballroom		Advisers' Get Together III 10 p.m.-midnight, CMA Suite 1094/1095
Can You Remove My Name From Your Web Site?				
How to be an Alternative Web Editor	Feature Fixes			

SATURDAY AT A GLANCE

	8 a.m.	9 a.m.	10 a.m.	11:30 a.m.	12:30 p.m.
SECOND FLOOR					
Anemone		Mind-Breaking Mentality at Back-Breaking Speeds	Out of the Mud	How to Pass an FCC Inspection/Day to Day Compliance	Classroom to Airwaves: Training the New Student D
Damsel fish		Festival Planning: Organizing Large-Scale Music and Arts Events		Investigative Reporting and Producing for TV	Yes, We're a Real Station — The Stigma of Web casting
Fantail		Video Editing Best Practices/ Workflows	A Student's Guide to Online Broadcasting	Understanding Internet Station Statistics	Sports Play-by-Play
Mako		Options for Unlicensed Broadcasting	Final Cut Pro Inside and Out	Nurturing Alumni Relations	CBI TV/Video Member Services
Bluegill		Managing Your Friends: When You're Forced to be the Bad Guy		You Want Me to Write You a WHAT?	Ethical Considerations in Covering the LGBTQ Community
Cobia		The Pacemaker	Camera Obscura: A Snapshot of Photojournalism Ethics	10 Quick Design Fixes	Student Media Use of Social Tools A Roundtable Discussion
Grouper		E/E Reporting: Filling Holes and a Whole Lot More	Hell is Where the Police are German	Rock 'n' Roll Reporting in the Digital Age	Planning and Publishing a Successful Magazin
Labrid A		First Amendment Goes Online	Cutlines and Headlines: Making the Best of Prime Real Estate	Staying in Control	How to Get Professional Writer Involved in Your Magazine
Labrid B		Advisers Non-Daily Roundtable	The Successful Sports Section	Social Media and the First Amendment	Critiquing the Student Newspaper
Nomeus		Confessions of a Yearbook Adviser: Staffing	Covering "Bad News" on Campus	Keeping Your Staff Happy and Productive	Confessions of a Yearbook Adviser: Content
Opah Boardroom					The Adviser Is In
Palani A		Newsroom Tension in a Multimedia Era	Do You Have a Plan? (Student Session)	Closing Roundtable for New Advisers	
Palani B		Writing Editorials With Speed, Precision and Thought	Say What? A Primer on Writing and Editing Dialog	Research and the Overloaded Adviser	
Walu		Help! My Business Office is a Mess	Developing Your Own App	Media Business Model 101	
Zander		The Big Story	You Found What on the Internet? Investigative Tips	Take Your Newspaper to the 3rd Dimension	Daily Newspaper Roundtable: Recruiting/Retention

1:30 p.m.	2:30 p.m.	3:30 p.m.	4:30 p.m.	Evening
Ask the Broadcast Legal and Technical Experts	50 or More Low-Cost PR Ideas in 50 Minutes	"Working" A Job Fair: Get Your "Ask" in Gear	Making Your Dreams Come True	
Radio Show and Tell	Encouraging Collaboration and Convergence in Student Broadcast Media	News Writing — Short and Sweet	He Said He Said (Making the Most of Your Vocal Talents)	
Start With an Internship and End Up With a Job		Web Design for College Radio	CBI Serving HS Stations	
	EAS: What You Need to Know to be Compliant	Integrating the Community in Your Station's Operations		
'Orlando IV': Critique/selection of Photos from On-Site Competition				A Night Out II (Hotel shuttles to Universal CityWalk) 6:30-11:30 p.m., Outside Hotel
Going Mobile	Writing News in Cyberspace			Advisers' Get Together III 10 p.m.-midnight, CMA Suite 1094/1095
Prospects for Careers in Magazines, Lit and Slick: A Q&A Session			Convention General Session Presentation of ACP Annual Awards 3:30-5:30 p.m., Crystal Ballroom	
Confessions of a Yearbook Adviser: Business				
Free Today Only	FCPA Business Meeting			
Breaking News from the Parking Lot	Make Me Laugh, Make Me Cry: Feature Writing With Impact			

SATURDAY

SATURDAY

6 a.m. Saturday

Special Event
6-7 a.m.

Run or Walk a Mile (or Two or Six), Part II

In case you missed us Friday, here's a second chance to get to know downtown Orlando. After meeting in the Renaissance lobby, we will go down the street a few blocks to enjoy the view of the area as we take in the early morning air. Join the tour guides listed below for a refreshing start to the day.

Renaissance Lobby

Select your leaders

8 a.m. Saturday

8 a.m.-4 p.m.

Let Us Know What You Think

We want your opinion. Complete our survey online at collegemedia.org or use the QR code on page 6. Let us know how we can improve the convention next year in Chicago.

8 a.m.-2 p.m.

Convention Registration/ Check-in

If you have questions or need help, this is your convention information center.

Oceans Ballroom Foyer, Lobby Level

CMA
8-8:50 a.m.

CMA Committee Meetings

Members of CMA's committees will meet with committee chairs during this session to discuss plans for 2012, especially programming for the spring National College Media Convention in New York, March 18-20, 2012, and the fall National College Media Convention in Chicago, October 31-Nov. 4. Committees are always seeking more volunteers, so if you are interested in becoming more active in CMA please free to drop in and see how you can become more involved. Coffee will be served.

Oceans Ballroom 12, Lobby Level

CMA President, Sally Renaud, presiding

Broadcast
8-8:50 a.m.

Advisers: Help Plan Sessions for New York and Chicago 2012

If you would like to make suggestions for sessions to be offered in New York or Chicago 2012 conventions, please come by the Jones Room on the 3rd Floor and look for the Broadcast table.

Oceans Ballroom 12, Lobby Level

Will Robedee, Executive Director, CBI, Rice University
CBI Board Members

8:30 a.m. Saturday

Career Development I
8:30 a.m.-noon

Job Fair Interviews (participation limited)

Media recruiters will conduct 20-minute interviews with students whose names were posted on Friday. Recruiters will seek candidates for both internships and job openings. Only those students who submit resumes and have their names

posted for interviews may participate in this portion of the Career Fair.

Coral Ballroom B, Lobby Level

Bonnie Thrasher, Arkansas State University

9 a.m. Saturday

CMA
9 a.m.-noon

Publication Critiques, Session II

Students and advisers who are registered for critiques should go to their assigned table at the assigned time. Print critiques will be in the foyer, outside the Oceans Ballroom, lobby level. Schedules will be posted at the CMA information table in the pre-function area outside the Oceans Ballroom, lobby level

Oceans Ballroom Foyer, Lobby Level

Kelley Callaway, Rice University

Yearbook/Career Development
9:50 a.m.

Life Coaching 100 Level

What is your dream life? If you could design EXACTLY what you want your career to look like, what would you create? Getting from here (where you are) to there (where you desire to be) requires key steps and acknowledgments.

This interactive session will get that started.

Oceans Ballroom 9, Lobby Level

Marcia Meskell-Macy, MySeminars, LLC

Associated Collegiate Press
9:50 a.m.

The Pacemaker

Since 1927, the Pacemaker has been the highest honor ACP gives to its members and one of the top honors in student journalism. Come and see a collection of the finest publications in the country and how they are setting trends. We can't promise you a Pacemaker after attending this session, but you should leave inspired and with a few new ideas to implement in your publication.

Cobia, 2nd Floor

Logan Aimone, Executive Director,
Associated Collegiate Press

Student Leadership
9:50 a.m.

Managing Your Friends: What to Do When You're Forced to be the Bad Guy or the Grown Up

We will talk about possible situations you could face in your newsroom where you're forced to manage your friends through internal strife or conflict. This session will include solutions that are based on industry standards, so you're not just the bad guy, you're learning how to handle tough situations the same way the pros would.

Bluegill, 2nd Floor

Barbara Allen, Oklahoma State University

Daily Newspaper
9:50 a.m.

E/E Reporting: Filling Holes and a Whole Lot More With Evergreen/Enterprise Strategies

Here's the scenario: A half hour before deadline, your best, never-missed-a-deadline reporter . . . does. A 10-inch hole looms on the front page. You opt for the emergency evergreen file only to remember that you don't have one. What to do? Attend this session on how to use the IPEDS data center to generate quick, number-based stories and graphs for short term emergencies and as the basis for enterprise stories on topics like graduation rates for athletes, trends in enrollment, costs, expenditures and lots of other topics

guaranteed to catch your readers' attention (or at least worry your administrators)

Grouper, 2nd Floor

Pat Miller, Valdosta State University

New Media/Professional Development
9:50 a.m.

Friend Request: Should Students and Their Teachers/Advisers be Facebook Friends?

Social media are used to keep people connected. But should that connection extend to students and their teachers/advisers? Four media advisers will discuss why they do or do not interact with students on Facebook, Twitter and other social networking sites. The panelists encourage audience members to participate in the discussion.

Atlantis A, Lobby Level

Jill Van Wyke, Drake University

Lori Brooks, University of Oklahoma

Sally Renaud, Eastern Illinois University

Kimberly Zarkin, Westminster College

Elizabeth Smith, Pepperdine University

Design
9:50 a.m.

Collegiate Newspaper Design

We'll take a look at what is happening with the design and looks of college newspapers across the country.

Atlantis B, Lobby Level

Randy Stano, University of Miami

Daily Newspaper
9:50 a.m.

I'm a Writer, Not a Shooter: Newsroom Tension in a Multimedia Era

For the longest time, there's been tension in TV newsrooms between journalists who best tell stories via a visual medium, and "failed actors"; people who simply want to be on TV. That sort of tension is now seeping into newspapers, with the split being between the people who want to break stories — and are happy to do so in multiple mediums, so long as the scoop gets out — and those who simply want to write, and have no inclination toward multimedia, social media and other New Media story telling. In today's multimedia environment, are English classes still the best places to find future journalists? Or is it critical to broaden the search to other academic areas that value analysis, problem-solving and innovation?

Palani A, 2nd Floor

Omar Sofradzija, Michigan State University

Daily Newspaper
9:50 a.m.

The Big Story

The big story makes a huge splash at first, but it can fizzle when uncooperative officials won't talk, and no one on staff takes ownership. How to mobilize your staff to cover short, middle — and long-term follow-ups and keep the story alive using public records, alternative storytelling forms and perseverance.

Zander, 2nd Floor

Erica Perel, University of North Carolina, Chapel Hill

Daily Newspaper/Design
9:50 a.m.

Not Your Father's Newspaper: Redesigning the Kent Stater

Many pages of last spring's Daily Kent Stater were poorly designed, disjointed and just plain boring, so the editing staff embarked on a process to change not only the look and feel of the paper, but the process used to plan stories and centerpieces. See how we went about it, and see our results.

Yellowtail Ballroom B, Lobby Level

Susan Zake, Kent State University

Orlando • 2011

Non-Daily Newspaper
9-9:50 a.m.

Step Your Game Up — Developing a Sports Beat

The best sports reporters can inform and entertain both the crazies and the casual fans. In this session, learn how to get the most out of your game recaps and get tips on how to develop a rapport with coaches, staff members and players. Become the sports writer that earns both respect and readers...it all starts with a good beat.

Wedgewood Ballroom, Lobby Level

Jeff Halliday, Longwood University

Non-Daily Newspaper/Two-Year
9-9:50 a.m.

Advisers Non-Daily Roundtable

An opportunity for advisers from two-year and non-daily operations to discuss their trials, tribulations and triumphs.

Labrid B, 2nd Floor

Rob Marino, College of Central Florida

Yearbook/Student Leadership
9-9:50 a.m.

Confessions of a Yearbook Adviser: Staffing

Need to know how to get staff in the door? And, perhaps more importantly, how to keep them there? A veteran adviser will lead a roundtable discussion about recruitment, motivation, retention and every staff success and problem in between. (One of three roundtables: Join us for all to cover your entire operation!)

Nameus, 2nd Floor

Laura Widmer, Northwest Missouri State University

Design
9-9:50 a.m.

Design Across Platforms

We live in a high design world. Learn the basics of design fundamentals as they apply to print, web, tablet and mobile. A sophisticated color palette, strong typography, grid and the grid are just the beginning of a design foundation. Learn to develop brand identify and cohesive publication.

Coral Ballroom A, Lobby Level

Sara Quinn, Poynter Institute

First Amendment
9-9:50 a.m.

First Amendment Goes Online

The executive directors of the First Amendment Center and the Student Press Law Center and a professor who specializes in digital media lead a discussion about how the First Amendment, online journalism and social networking are getting along.

Labrid A, 2nd Floor

*Gene Policinski, Executive Director, First Amendment Center
Frank LoMonte, Student Press Law Center
Bryan Murley, Eastern Illinois University*

First Amendment
9-9:50 a.m.

Writing Editorials With Speed, Precision and, Oh Yes, Thought

Students will learn how to write thoughtful editorials that are well reported and well written by organizing their thoughts and getting into action without wasting time. Come with a phone, a tablet, laptop or whatever else you use to write and be prepared to craft that editorial (or at least part of it) in 45 seconds or less. (Yes, you have to work in this session.)

Palani B, 2nd Floor

Chuck Baldwin, University of South Dakota

Ethics/Professional Development
9-9:50 a.m.

Rita Skeeter and the Code of Ethics

Hardly anyone (except Rupert Murdoch) would argue that Rita Skeeter is an ethical reporter. But just how do her actions while covering Harry Potter and the Wizarding world stack up against the Society of Professional Journalists' Code of Ethics and the British Press Complaints Commission's Editors Code of Practice? This session will be a fun way to consider ethical questions journalists face.

Yellowtail Ballroom A, Lobby Level

Lola Burnham, Eastern Illinois University

Advertising-Business-Marketing
9-9:50 a.m.

Help! My Business Office is a Mess

The advertising office at Loyola University in New Orleans has evolved from a disorganized, directionless one-person mess to an eight-person ad team that has more than tripled revenues and brought in record sales for the past three years. How did the small school with about 3,000 undergraduates do it? Come ready to ask questions and hear what worked for them.

Walu, 2nd Floor

Michael Giusti, Loyola University-New Orleans

Broadcast
9-9:50 a.m.

Mind-Breaking Mentality at Back-Breaking Speeds

Through discussions, interviews, and activities, students will gain an improved understanding of different aspects of media from different mindsets. Chat with a poet/writer as he shows you how to generate your own stories from different aspects and summarize the most compelling details in 30 seconds.

Anemone, 2nd Floor

Alex Luma, Career Development Associate, Bronx Community College

Broadcast
9-9:50 a.m.

Festival Planning: Organizing Large-Scale Music and Arts Events

WRFL's Boomslang Festival has completed its third year, bringing a host of unique artists to Lexington, Kentucky for a three-day celebration of art and music. Learn more about how WRFL organized and produced the entire event, as the discussion covers everything from venues and contracts to production and hospitality.

Damselfish, 2nd Floor

*William Allen, WRFL, Adviser, University of Kentucky
Matt Gibson, WRFL, General Manager, University of Kentucky*

Broadcast/Technology
9-9:50 a.m.

Video Editing — Best Practices and Workflows

Do you use Final Cut Pro and Adobe Premiere? This session provides a look at the best practices of video editing that can be applied across and between applications. Topics include: monitoring broadcast levels, up/down/cross conversion, compositing and color correction.

Fantail, 2nd Floor

*Herbert Dunmore, Loyola University of Maryland
Robert Nulph, Lewis University*

Broadcast
9-9:50 a.m.

Options for Unlicensed Broadcasting

AM/FM/CableTV/CableFM/Streaming are all viable options for educational stations - how many are YOU using? Want to know more about how to extend your station's effectiveness without having a license? We'll talk about the options and rough costs and requirements for each. Feel free to bring campus maps and other details for a quick consultation on your specific needs.

Mako, 2nd Floor

*John Devecka, Operations Manager, Loyola University Maryland
Keith Hamilton, Rangemaster Transmitters*

10 a.m. Saturday

Design
10 a.m.-12:20 p.m.

Multimedia Storytelling: Finding the Best Form

With so many ways to tell stories now available, it's important to choose the best way to tell each story; possibilities for audio, video, interactivity, conversation and more.

Coral Ballroom A, Lobby Level

Sara Quinn, Poynter Institute

Magazine
10-11:20 a.m.

Editing 12 Magazines a Month

Before the recession, Josh Garrick joined a team to create a magazine for his community. Within five years, that little magazine grew to 12 titles and had become the neighborhood magazine for 12 different neighborhoods. He survived as editor through two "buy-outs" and three different publishers. How does one hold a job under those conditions — conditions which are even worse in today's market? Join this session to find out.

Atlantis A, Lobby Level

Josh Garrick, Syndicated Arts Columnist

Media Law
10-11:20 a.m.

Copyright Primer

Find out why you cannot take everything off the web and use it as your own work. Find out the guidelines that restrict copyright and advertising usage. The Digital Millennium Copyright Act will be covered.

Yellowtail Ballroom A, Lobby Level

James Tidwell, Eastern Illinois University

Two-Year College/Newspaper
10-11:20 a.m.

Battling the Tranquility University Syndrome: Covering "Bad News" on Campus

At both private and public colleges there can exist pressure on student-reporters and faculty advisers to modify news coverage about sensitive or controversial matters. What happens when legitimate news is unflattering to the college? Do newspapers on these campuses exercise prior restraint? Should they? Who decides? When does the paper cross the line? What happens when the president or another school official calls? A veteran adviser shares his experiences and insights, and offers practical advice about reactive and proactive measures to help put out fires or avoid them, including possible incorporation.

Nameus, 2nd Floor

Shawn Murphy, SUNY Plattsburgh

Non-Daily Newspaper
10-11:20 a.m.

The Successful Sports Section

Your paper needs more than dead game stories to make it worth reading. This comprehensive session includes tips on all types of sports reporting and writing, sports photos and design.

Labrid B, 2nd Floor

Nils Rosdahl, North Idaho College

Student Leadership
10-11:20 a.m.

Do You Have a Plan? (Student Session)

Every campus has an Emergency Management Team and plan. But...do you? What would you do if there was a shooter on campus? Or a biochemical hazard? Or an earthquake? In this session we will discuss putting together an action plan, everything from who to contact to where to look for secondary resources.

Palani A, 2nd Floor

Mandi Bryson, College of Charleston

Student Leadership/Career Development
10-11:20 a.m.

Get That Internship

If a journalism student applies for a job without first getting a great internship, does anyone read the resume? Probably not. Come to this session to meet USA Today's summer news intern and learn how to position yourself for next summer. We'll talk resumes, cover letters, networking and tactics so you can get that internship!

Yellowtail Ballroom B, Lobby Level

*Chris Evans, University of Vermont
Natalie DiBlasio, University of Vermont*

Daily Newspaper
10-11:20 a.m.

Cutlines and Headlines: Making the Best of Prime Real Estate

Does your paper spend hours developing stories and photos, and then slap out headlines and cut lines in a matter of seconds? This session will show how giving focus and attention to these often-neglected elements will make your paper better

Labrid A, 2nd Floor

Paul Isom, East Carolina University

Daily Newspaper
10-11:20 a.m.

You Found What on the Internet? Investigative Tips at the Touch of Your Fingers

A guarantee to leave the session with five great story ideas based on information found on the internet.

Zander, 2nd Floor

Ed Morales, University of Georgia

Ethics/Newspaper/New Media
10-11:20 a.m.

Prior Review in the Digital Age

"No prior review" means the adviser doesn't see the story until it's in print, right? But what if the story goes online before the print deadline? Is the adviser free to critique the online story and point out all the typos and weak paragraphs so students can improve the story before it's in print? Would the adviser (and the college) become responsible for all the content he/she reviewed before print publication? Panelists talk it over, with audience participation.

Atlantis B, Lobby Level

David Simpson, Georgia Perimeter College (former reporter and editor for The Associated Press and The Atlanta Journal-Constitution)

*Mark Witherspoon, Iowa State College
Trum Simmons, Harrisburg Area Community College*

Student Leadership
10-11:20 a.m.

Deadline Deadbeats

You've tried tempting them with rewards, threatening them with consequences, begging, pleading and everything in between. But what do you do when students just won't adhere to deadlines? Especially when there is little or no money to offer them? Come trade stories and learn some specific, useful tips for conquering the deadline deadbeats plaguing your newsroom.

Wedgewood Ballroom, Lobby Level

Alexa Capeloto, John Jay College of Criminal Justice/CUNY

Diversity
10-11:20 a.m.

Hell is Where the Police are German: Avoiding Stereotypes and Unintended Biases in Your News Stories

This session uses sample jokes, cartoons, news stories, headlines and photographs to reveal some unintended biases that could mar your student publication. The session adopts an audience participatory method to address multicultural sensitivity and ways to ensure your publication avoids stereotypes in terms of story selection, placement/choice of photographs and language use.

Grouper, 2nd Floor

Chioma Ugochukwu, Marquette University

Yearbook/Student Leadership
10-11:20 a.m.

Successful Yearbook Leadership

Worried about what it takes to be a successful yearbook editor? Want to know how to motivate your staff to reach their peak performance, meet deadlines and work well together? This session will give you the tools and strategies you need to be a great yearbook editor.

Oceans Ballroom 9, Lobby Level

Ann Thorne, Griffon Yearbook, Missouri Western State University

Magazine
10-11:20 a.m.

Say What? A Primer on Writing and Editing Dialog

The most vivid, readable scenes in feature articles are often held together by dialog, but many beginning writers don't know how to go about gathering and writing strong dialog. In a workshop session with handouts, a veteran adviser and writer for magazines like Sports Illustrated and Outside explains the many differences between writing quotes from sources and writing effective dialog.

Palani B, 2nd Floor

Michael Ray Taylor, Henderson State University

Photojournalism/Ethics
10-11:20 a.m.

Camera Obscura: A Snapshot of Photojournalism Ethics

Through implementation of an ethical-decision-making model designed by philosopher Sissela Bok, session-goers will examine a collection of famous, controversial photographs that spark debate about what should and should not be photographed/communicated to the public as "journalism." First Amendment rights/responsibilities and serving your community through journalism will also be explored in this session by Mike Prince of Olympic College in Washington.

Cobia, 2nd Floor

Michael Prince, Olympic College

Advertising-Business-Marketing
10-11:20 a.m.

Developing Your Own App

Walu, 2nd Floor

Brad Arendt, Boise State University

CMA
10-11:20 a.m.

CMA General Membership Meeting

Calling all CMA members! It's time for our general membership meeting to vote on bylaw changes and to honor some of our hard-working members. We have some important issues to talk about, so come for all or part of this meeting. See you there!

Oceans Ballroom 10, Lobby Level

*Sally Renaud, Eastern Illinois University
David Swartzlander, Doane College*

Broadcast/Media Law
10-11:20 a.m.

Out of the Mud: Can the Supreme Court Finally Provide Some Clarity on the Indecency Question? CBI SPECIAL TRACK

College stations frequently struggle with concerns about "indecent" material. Such content covers a much wider range of programming than you might think, with complaints filed in recent years against every major television network, Oprah, nationally syndicated disk jockeys...and college stations. This fall, the Supreme Court should provide answers to some long standing questions. The session will discuss the issues before the Court, and the efforts of CBI and SPLC to help safeguard the interests of college broadcasts.

Anemone, 2nd Floor

*Greg Newton, Ohio University
Frank LoMonte, Student Press Law Center*

Broadcast/New Media
10-11:20 a.m.

A Student's Guide to Online Broadcasting

As the field of communications changes it's becoming more important for college students and recent graduates to build a consistent image across all of their social media channels. This session will focus on strategies and common pitfalls of building a consistent and recognizable online image with the use of free social media tools including Facebook, Twitter, Tumblr, YouTube, etc. Ideas from this seminar will be useful for both individual students and campus media organizations.

Fantail, 2nd Floor

Ben Eveloff, Lewis University

Broadcast/Technology
10-11:20 a.m.

Final Cut Pro Inside and Out

Are you a Final Cut Pro editor? Bring some of your toughest questions and learn some of the secret tips and tricks that are critical to becoming efficient with FCP.

Mako, 2nd Floor

Herbert Dunmore, TV Operations Manager, Loyola University Maryland

11 a.m. Saturday

Newspaper
11 a.m.-4 p.m.

Editor in Residence, Part III

If you haven't had an opportunity to sit down and have a one on one counseling session with a journalism expert, it's not too late. Take advantage of this editor in residence program. Sign up for a 20 minute counseling session.

Oceans Ballroom Foyer, Lobby Level

Bill Elen, retired, Washington Post

11:30 a.m. Saturday

Ethics/Newspaper/Yearbook/Broadcast
11:30 a.m.-12:20 p.m.

You Want Me to Write You a WHAT?

Your advisers aren't obligated to hail you as the next Woodward or Bernstein just because you've asked for that job reference or recommendation. A veteran adviser spells out what you should — and shouldn't — be doing as a student journalist long before internship or graduation time.

Bluegill, 2nd Floor

Robert Bohler, Texas Christian University

Media Law
11:30 a.m.-12:20 p.m.

The Lawyers are In

Advisers and students bring your legal questions to a panel of attorneys and receive their advice for free. You could save your school/yourself a lot of money with this session. Please come with all your legal issues.

Yellowtail Ballroom A, Lobby Level

*James Tidwell, Eastern Illinois University
Frank LoMonte, Student Press Law Center*

Research/Professional Development
11:30 a.m.-12:20 p.m.

Research and the Overloaded Adviser

Teach a full load, oversee student media, serve on departmental committees, work for CMA, help students get internships, deal with administrators who "just don't get it..." Where's the time for research? You know, that thing you need for tenure? Learn from 10-time top paper winner (AEJ, BEA, PRSA/IPRC) how to take what you do, what you know and what you've seen and turn it into top notch research.

Palani B, 2nd Floor

Vince Filak, University of Wisconsin-Oshkosh

Student Leadership
11:30 a.m.-12:20 p.m.

Staying in Control

How do you balance being a friend and boss to others in the newsroom? This session takes a look at having fun with staff members outside of the newsroom, yet maintaining control when putting together the product. Attendees will be encouraged to share their experiences and tips for keeping order in the newsroom.

Labrid A, 2nd Floor

*Andrea Hewitt, Truman State University
Blaise Hart-Schmidt, Truman State University
Don Krause, Truman State University*

Magazine/Career Development
11:30 a.m.-12:20 p.m.

How to Get a Job in Magazine Publishing

Congratulations — You just graduated near the top of your journalism class and survived your first internship. So why are you still living in your parents' basement? With all the now-unemployed former newspaper writers suddenly vying for the same jobs you seek, how do you get noticed in a post-recessionary market? Join this session to find out what can help YOU stand out in the now-crowded job market.

Atlantis A, Lobby Level

Josh Garrick, Syndicated Arts Columnist

Technology/Newspaper/New Media
11:30 a.m.-12:20 p.m.

Rock 'n' Roll Reporting in the Digital Age

The online world has created new dimensions in entertainment reporting, particularly music. Special

considerations and new avenues for publication, research and profitability will be explored.

Grouper, 2nd Floor

*Elena Jarvis, Daytona State College
Hector Valle III, Daytona State College
Toni Albertson, Mount San Antonio College*

Design
11:30 a.m.-12:20 p.m.

10 Quick Design Fixes

Let's reach beyond Times and Helvetica, check under the hood for your grids, and see what design furniture bogs down your pages. The six-time editor of *The Best of Newspaper Design* offers 10 design fixes that can make instant improvements in your newspaper design.

Cobia, 2nd Floor

Ron Johnson, Indiana University

Daily Newspaper/Technology
11:30 a.m.-12:20 p.m.

Take Your Newspaper to the 3rd Dimension

The Crimson White, the University of Alabama's student newspaper, recently published an entire 24-page 3-D edition with card-stock glasses inserted into each of the 15,000 copies distributed. Most of the editorial photography and ads were printed in 3-D, following an extensive testing process that required students, and press technicians to work together to make the project a success. This session will include specific instruction on how to convert photography artwork, illustrations and type into 3-D, along with advice on what type of images work best in the process.

Zander, 2nd Floor

*Paul Wright, University of Alabama
Victor Luckerson, University of Alabama
Mark Mayfield, University of Alabama*

Daily Newspaper
11:30 a.m.-12:20 p.m.

Interviewing 101

Everyone thinks they know how to conduct an interview, but these simple tips may surprise you. Two former college editors give you five tricks to improve your interviewing skills and help you become a better reporter and editor.

Yellowtail Ballroom B, Lobby Level

*Devin Desjarlais, Web Editor, Broward-Palm Beach New Times
Dmitry Gurvits, The New School*

Non-Daily Newspaper
11:30 a.m.-12:20 p.m.

Banishing the Box Score: Improving Your Sports Section

"Anyone can write sports" That's a common misconception in newsrooms because 'box score writing' can be unoriginal and underwhelming. If your sports section looks recycled from week-to-week, come to this session to discuss more effective ways to cover sports while simultaneously improving your content.

Wedgewood Ballroom, Lobby Level

Jeff Halliday, Longwood University

Daily Newspaper
11:30 a.m.-12:20 p.m.

Editing With a Sense of Mission

Are you covering the news on campus pretty much the same way college editors have been doing it for decades? If so, it's probably time to develop a new strategy that makes sense for you, your staff and your audience. Learn how to edit with a new sense of mission by understanding your readers and organizing your staffing and content to meet their needs.

Atlantis B, Lobby Level

Dana Eagels, Content Editor, Orlando Sentinel

Yearbook

11:30 a.m.-12:20 p.m.

Playing With the Big Boys

You don't have to be at a BIG school doing a BIG book to win BIG. Learn in an interactive session how to create an award-winning yearbook that your campus will love and your staff will be proud to have produced. From Idea Surges to Core Committees to Following The Tone, see how it happens and participate in a startup concept.

Oceans Ballroom 9, Lobby Level

*Marcia Meskiel-Macy, MySeminars, LLC
IBIS Students*

Two-Year College/Newspaper/Student Leadership
11:30 a.m.-12:20 p.m.

Keeping Your Staff Happy and Productive

The key to a successful publication is a happy, satisfied staff. This presentation will offer at least 25 guaranteed tips and ideas to keep your peers/staff motivated, energized, productive, playful and coming back semester after semester. Perfect for managers, advisers, editors — anyone who supervises others.

Nameus, 2nd Floor

Joanne Williams, Olivet College

New Member

11:30 a.m.-12:20 p.m.

Closing Roundtable for New Advisers

You are information overload and don't know where to start when you go back to campus. Let us help you set some goals and have a chance to ask some questions. Don't forget about your business cards to swap.

Palani A, 2nd Floor

*Sacha DeVroomen Bellman, Miami University
Mandi Bryson, College of Charleston
Chris Evans, University of Vermont*

First Amendment

11:30 a.m.-12:20 p.m.

Strange Bedfellows: Social Media and the First Amendment

First Amendment Committee members will lead and examination of the good, the bad, and the ugly that comes from social media use (and abuse), including successful organization (see political protest successes in Egypt, Yemen, Wisconsin, etc.); enhanced research tools for journalists (how did people learn of Osama bin Laden's death first? Through Twitter.); but also diminished civil discourse (see the case of a Central Bucks School District (PA) teacher who posted critical blog comments about her students and lost her job). The challenge that social media poses to student news media at colleges and universities is multidimensional. What does active engagement with Facebook, Twitter, YouTube, interactive blogs and a wide array of other options to "connect" do to both help and hinder the student journalist? Should student media outlets have social media ethics/usage rules?

Labrid B, 2nd Floor

*Andrea Bremer Frantz, Robert Morris University
Charlie Weaver, Iowa State University
Bryan Murley, Eastern Illinois University*

First Amendment

11:30 a.m.-12:20 p.m.

Can You Say "Suck My Insert Proper Genitalia Here" in the Newspaper?

The discussion will begin with what happened at the University of South Dakota and move on to showing you how you can develop reasonable policies on the use of

potentially offensive language — policies that recognize First Amendment freedoms as well as responsible journalism.

Oceans Ballroom 12, Lobby Level

Chuck Baldwin, University of South Dakota

Advertising-Business-Marketing
11:30 a.m.-12:20 p.m.

Media Business Model 101

Many college publications struggle financially because they don't know a business model from a marketing plan. Whether you get an annual subsidy or are 100 percent advertising funded, defining a business model is a must for financial success. Come ready to discuss your financial situation and be ready to move your business model from "I have one, it is just in my head; to a real working plan in just 50 minutes.

Walu, 2nd Floor

Michael Giusti, Loyola University-New Orleans

Broadcast
11:30 a.m.-12:20 p.m.

How to Pass an FCC Inspection/ Day to Day Compliance

An FCC inspection can be an anxiety provoking experience. What is the best way to pass the inspection with flying colors? In a word, Preparation. Learn from the experts what the FCC is looking for when they visit, and what to do if they find problems.

Anemone, 2nd Floor

*Laura Mizrahi, Vice President, Communications Technologies, Inc.
Alan Alsobrook, Alsobrook Electronics
Brendan Holland, Attorney, Davis Wright Tremaine LLP*

Broadcast
11:30 a.m.-12:20 p.m.

Investigative Reporting and Producing for TV

Everything you ever wanted to know about how to produce an investigative project for television: How to research the subject, frame the issues, create a potential source list, conduct background pre-interviews, set up and conduct on-camera interviews, log tapes and craft package scripts. You'll also learn about the teamwork it takes between producer, reporter, photographer and editor — and the importance of collaboration, cooperation and communication. Be prepared to brainstorm campus investigative story ideas.

Damselfish, 2nd Floor

Loni McKown, Butler University

Broadcast
11:30 a.m.-12:20 p.m.

Understanding Internet Station Statistics - What They Really Mean

The panel will help you break down and understand the data about your internet audience. Learn the applicable terminology and how to maximize the power of your website and listener base! When it comes to online radio, it's a whole new ball game!

Fantail, 2nd Floor

*Stephen Merrill, Bowling Green State University
John Prebul, Bowling Green State University*

Broadcast
11:30 a.m.-12:20 p.m.

Nurturing Alumni Relations

Have you ever wondered how to involve your station (or even school) alumni in your operations? How you can leverage their memories of the station into everything from internships to donations? As more stations come under risk of sale now is the perfect time to involve your alumni, from staging big events to just being able to contact them. Panelists will discuss how to work within the restrictions most university alumni offices place on your contacts and also how

to work around those safely...Alumni can bring new energy to your staff, connect them with a valuable history of the station and potentially even bring in direct funding for the station.

Mako, 2nd Floor

*Lisa Marshall, WMCO, Muskingum University
Mark Maben, WSOU, Seton Hall University
Greg Newton, ACRN.com, Ohio University*

Noon Saturday

Florida Community College
Noon-1:30 p.m.

FSCPA Adviser's Luncheon

FSCPA Advisers should plan to attend the FSCPA luncheon just down the driveway at the Hilton Garden Inn today. This is a FSCPA advisers-only event.

Hilton Garden Inn

Rob Marino, College of Central Florida

12:30 p.m. Saturday

Design
12:30-2:20 p.m.

News by Design

Need some quick lessons on news design? Time to freshen those tired, cluttered pages? The six-time editor of *The Best of Newspaper Design* will start with fundamentals, move into tips and trends, and dissect award-winning pages from around the world.

Atlantis B, Lobby Level

Ron Johnson, Indiana University

Professional Development/New Member
12:30-2:20 p.m.

The Adviser Is In... Advice Free Today Only

Need to vent about the frustrations of your job? Just need some ideas to solve the "problem" of the day? Get some advice from two seasoned advisers. They will help brainstorm solutions or dispense some objective advice. Our experts have probably seen it, heard it, done it, or lived through it. Tissues provided. Couches not included. Sign up for an appointment. "Drop in" if you want.

Opah Boardroom, 2nd Floor

*Jim Killam, Northern Illinois University
Wayne Maikranz, University of North Carolina, Charlotte*

Ethics/Newspaper/Diversity
12:30-1:20 p.m.

Ethical Considerations in Covering the LGBTQ Campus Community

What to write and how to write about the issues facing lesbian and gay students on campus means meeting ethical challenges and making ethical decisions. Come ready for a good discussion.

Bluegill, 2nd Floor

Trum Simmons, Harrisburg Area Community College

Media Law
12:30-1:20 p.m.

Can You Keep Your Sources Confidential?

Journalists use confidential information and sources all the time, but how much protection do they really have if they are subpoenaed to testify in court or before a grand jury? Can they keep their notes, photographs and video out takes from becoming part of a court case? A veteran adviser and

journalist discusses reporters' privilege and the limited protection journalists have under certain circumstances.

Atlantis A, Lobby Level

John Ryan, Eastern Illinois University

Student Leadership
12:30-1:20 p.m.

Leadership Roundtable

You were a good reporter, but does that make you a good leader? Many of us learned how to be a manager simply by doing it, but you may soon find yourself wondering if your leadership is as good as your reporting was. This interactive roundtable will focus on effective leadership, what works and what doesn't. Come share your experiences, good or bad, so others can learn how to be a better leader.

Oceans Ballroom 12, Lobby Level

*Andrea Hewitt, Truman State University
Blaise Hart-Schmidt, Truman State University
Don Krause, Truman State University*

New Media
12:30-1:20 p.m.

Student Media Use of Social Tools: A Roundtable Discussion

Student editors from the Daily Tar Heel (University of North Carolina) and the Pendulum (Elon University) discuss how they use social media tools and encourage audience members to offer their experiences to create a true roundtable discussion.

Cobia, 2nd Floor

*Students from the Daily Tar Heel
Students from the Pendulum*

Non-Daily Newspaper/Magazine
12:30-1:20 p.m.

Planning and Publishing a Successful Magazine Edition

Once or twice a semester or academic year, a well-timed special magazine edition can add a glossy spark to the ink-stained grind of regular newspaper work. This session — led by the adviser and principal editors in charge of an award-winning student news magazine — will offer tips to students and advisers considering launching a magazine edition of their own. Tips will cover every production stage — from initial conception and early planning to design, printing costs, reporting challenges, and online options.

Grouper, 2nd Floor

*Daniel Reimold, University of Tampa
Richard Solomon, University of Tampa
Michael Trobiano, University of Tampa*

Daily Newspaper/Student Leadership
12:30-1:20 p.m.

Daily Newspaper Roundtable: Recruiting/Retention

In the last of three roundtables for daily newspaper leaders, we'll talk recruiting and retention of staff. Come with one great idea to share and one problem that needs solving.

Zander, 2nd Floor

Erica Perel, University of North Carolina, Chapel Hill

Daily Newspaper
12:30-1:20 p.m.

Don't Blow Your Top

Actual college front-page headline: "SGA Holds B&F Workshop." Does that grab you by the throat and scream READ ME? What about a lead that begins, "MDCC observed Sustainability Day on October 24 in an effort to encourage students and faculty to become aware of environmental implications of their consumer choices..."? Learn how to make the beginning of your stories better by watching them rewritten right in front of you. Bring your newspapers and magazines, and a professional editor will revamp their tops

in 60 seconds. If you don't like what you see, that editor will eat an insect.

Oceans Ballroom 9, Lobby Level

Michael Koretzky, NYC 12 Convention Director/Florida Atlantic University

Newspaper/Two-Year
12:30-1:20 p.m.

Finding Features on the Two Year Campus

This session shares more than 100 ideas for digging up stories from light and fluffy to hard-edged news features and in-depth pieces. They are lots out there but you have to go get them: Dig, interview, research, fact check, polish.

Wedgewood Ballroom, Lobby Level

Tom Pierce, part-time copy editor, St. Petersburg Times

Yearbook
12:30-1:20 p.m.

Confessions of a Yearbook Adviser: Content

A yearbook is a medium like no other. Your staffs must write your institution's history, keep up to date on current trends and meet the needs of students now and alumni in 20 years. Come ready to discuss content that's gotten you in hot water, the particular needs of a yearbook audience and how to keep your staffs inspired and interested in strong storytelling. (One of three roundtables: Join us for all to cover your entire operation!)

Nameus, 2nd Floor

Lori Brooks, Oklahoma University

Two-Year College/Professional Development
12:30-1:20 p.m.

Critiquing the Student Newspaper

College newspaper staffs need — and crave — feedback. The nature of the feedback, both constructive and destructive, can affect future performance, staff morale, and the education process. When do you use the whip versus the carrot as a motivator? A veteran adviser offers his expertise in giving critiques, inviting educators from the outside, and having a systematic means for letting the staff know how they are doing. Bring your ideas to share with colleagues.

Labrid B, 2nd Floor

Shawn Murphy, SUNY Plattsburgh

First Amendment
12:30-1:20 p.m.

Give Me the Freedom to Know the First Amendment?

Come and test your opinions and knowledge about the First Amendment and compare it to results of the national State of the First Amendment 2010 survey. Attendees will need to bring their laptop or smart phone to take the State of the First Amendment survey, then we will discuss the results in comparison with the newest findings from the First Amendment Center's annual survey.

Coral Ballroom A, Lobby Level

*Gene Policinski, Executive Director, First Amendment Center
David Hudson, Legal Scholar, First Amendment Center*

Photojournalism
12:30-1:20 p.m.

Challenges of Leading a Photo Department

Being a photo editor is tough. If you do your job right, no one notices, but if you screw up...This presentation by Chris Birks of Benedictine University will focus on tools that a newsroom manager can use to decrease their stress and increase their staff's quality. The speaker spent nearly a decade as a photo department manager at different newspapers around the country, knows first-hand the challenges that come from that position. The presentation won't make everything "all better" but it will give you some

ways to work with the problems that arise when you're in charge. Come prepared to talk about some of the challenges you've faced.

Yellowtail Ballroom B, Lobby Level

Chris Birks, Benedictine University

Magazine
12:30-1:20 p.m.

Get Off Your ASC Keys and Do Something: How to Get Professional Writers Involved in Your Magazine

Are copies of your magazines used as coasters around your editorial office? Are you publishing great writing, but can't seem to get anyone interested in reading it? This session will show you how to forge meaningful connections with professional writers, which can dramatically increase your readership. From getting the most out of your university's connections, to seeking out writers through social media, you will gain essential tools to get big time writers on your side.

Labrid A, 2nd Floor

Jocelyn Bartkevicius, Editor-in-Chief, The Florida Review

Broadcast
12:30-1:20 p.m.

Classroom to Airwaves: Training the New Student DJ

Looking for innovative ideas to train news DJs at your station? This returning session from Louisville will present different methods to communicate important regulations, including graded assignments and ways to integrate students into broadcast culture at your station. The panel will share their best strategies, and will open up a portion of the presentation time for audience discussion.

Anemone, 2nd Floor

*Lisa Marshall, WMCO, Muskingum University
Jamie Lynn Gilbert, WKNC, North Carolina State University
Mason Morris, WKNC, North Carolina State University*

Broadcast
12:30-1:20 p.m.

Yes, We're a Real Station — The Stigma of Webcasting

Nearly any college, with nearly any budget, can have an online station, but how do you overcome the stigma and misconception that your station isn't "real"? Professionalism, best practices and student leadership can help set the tone of legitimacy at your online-only station. Learn how stations at smaller colleges maintain professional web stations with no doubts to "realness" from GMs and advisers.

Damselfish, 2nd Floor

*Dylan Fagan, SCAD Atlanta Radio
Stephen Merrill, Bowling Green State University
Bobbie Six, Johnson County Community College
Jessica Clary, Moderator, SCAD Atlanta Radio*

Broadcast
12:30-1:20 p.m.

Sports Play-by-Play

Learn the tricks of sports PBP trade from at least two who have been there and do that. From game prep to player memorization techniques to game production enhancements, this session will undoubtedly be filled with attendee questions and be filled with a lot of take home ideas you can utilize right away. Bring your own ideas to share and discuss with the group and propose sessions related sports programming on student stations for the CBI conventions.

Fantail, 2nd Floor

*Warren Kozireski, General Manager, College of Brockport
David Rind, Sports Director-WSOU, Seton Hall University*

Broadcast
12:30-1:20 p.m.

CBI TV/Video Member Services

This is an opportunity for members working with video to bring ideas concerning how their needs can be better served by CBI.

Mako, 2nd Floor

CBI Board Representative

1:30 p.m. Saturday

Career Development II
1:30-4:30 p.m.

Job Fair Interviews (participation limited)

Media recruiters will conduct 20-minute interviews with students whose names were posted on Friday. Recruiters will seek candidates for both internships and job openings. Only those students who submit resumes and have their names posted for interviews may participate in this portion of the Career Fair.

Coral Ballroom B, Lobby Level

Bonnie Thrasher, Arkansas State University

Special Event
1:30-3:20 p.m.

Orlando IV: Critique/Selection of Photos from On-Site Competition

The best work of the student photojournalists who shot Orlando on Thursday night and Friday will be examined. The best of the best of the "Orlando on-site" will be selected by photo professionals.

Cobia, 2nd Floor

Bradley Wilson, North Carolina State University

Media Law
1:30-2:20 p.m.

Can You Remove My Name From Your Website?

One of the hottest issues facing college staffs are their legal options when an alumnus wants to have a web story removed from the archives because, "You are ruining my life." Come and hear how to handle this kind of request.

Yellowtail Ballroom A, Lobby Level

Frank LoMonte, Student Press Law Center

Student Leadership
1:30-2:20 p.m.

Run Your Meeting Without Getting Run Off, Run Over, or Run Out

One of the most challenging aspects of leading is running a successful meeting. Cell phones going off, people having side conversations, distractions, distractions, distractions! An hour later, nothing's been accomplished and its time to leave. How DO we make our meetings more effective? If you're in charge of meetings, come learn how to TAKE charge of your meetings. If you're a participant in frustrating meetings, come learn how you can gently help steer things back on track.

Atlantis A, Lobby Level

Mat Cantore, Hudson Valley Community College

New Media
1:30-2:20 p.m.

Going Mobile

Mobile devices are the future of journalism. A smartphone or an iPod Touch gives journalists a new tool for reporting publishing and interacting with our audience — and to do so with immediacy and urgency. We'll examine what news events lend themselves to mobile coverage, find out what gear you need to enter the mobile game, play with free and cheap apps and explore the risks and ethical implications of

mobile reporting. You are encouraged to bring along your smartphone and participate.

Grouper, 2nd Floor

Jill Van Wyke, Drake University

Daily Newspaper/New Media
1:30-2:20 p.m.

How to be an Alternative Web Editor

There's no single job description for "web editor." But the nation's largest chain of alternative weeklies — led by the Village Voice — has a unique way of looking at the profession. And they hire college grads. Learn what one of their web editors does, how she does it better than the daily papers, and why her job is the future of journalism.

Yellowtail Ballroom B, Lobby Level

Devin Desjarlais, Web Editor, Village Voice

Ethics/Newspaper
1:30-2:20 p.m.

When Things Go Wrong: Accurate, Ethical and Sensitive Coverage of Tragedy

This session will focus on responding professionally to everything from campus deaths to campus disasters. Come for a good discussion. The presenter has just finished an academic fellowship at the Dart Center for Journalism at Columbia University.

Oceans Ballroom 9, Lobby Level

Dan Close, Wichita State University

Yearbook
1:30-2:20 p.m.

Confessions of a Yearbook Adviser: Business

Confused by contracts? Perturbed by printers? Frustrated with portrait photographers? Sales slumping? Join advisers from big books and small to discuss tips on dealing with vendors, bidding books and all things sales and marketing. (One of three roundtables: Join us for all to cover your entire operation!)

Nameus, 2nd Floor

Adrienne Mukiria, Roger Williams University

Magazine/Newspaper
1:30-2:20 p.m.

Warning: You DON'T Want to Be a Sports Writer Anymore

Dump your romantic notions of life as a professional sports writer, and steel yourself for a world of overworked, understaffed, and underpaid publications. The industry has largely rejected in-depth and enterprise reporting, in favor of quick-and-dirty, reactionary pieces that often make for an unsatisfying career. But there are still thrills and adventures for the strong-willed reporter — traveling, hobnobbing with your hero-athletes, even fame. You'll learn how to land the best possible gigs, and to survive and even thrive in a challenging trade.

Coral Ballroom A, Lobby Level

Sean Martin, Senior Writer, GolfWeek

Magazine/Career Development
1:30-2:20 p.m.

Prospects for Careers in Magazines, Lit and Slick: A Q&A Session

If you are considering transitioning into the professional magazine field as an editor of a glossy or traditional lit mag, this session's for you. The co-editor of an award-winning international magazine and editing professor will guide this informative and encouraging coaching session on prospects for various magazine editor career routes. Survey the state of the magazine industry; learn all you need to know to land

a job and keep it; and understand the differences between academic magazine editing and commercial editing.

Labrid A, 2nd Floor

Megan Sexton, Co-Editor, *Five Points, Journal of Literature and Art*, Georgia State University

Sarah Schwartz, Student Associate Editor, *First Inkling*

Broadcast
1:30-2:20 p.m.

Ask the Broadcast Legal and Technical Experts

VS SPECIAL TRACK

This is your opportunity to ask the big legal and technical questions and get the answers from the pros. Underwriting, license renewal, contests, safe harbor, FCC policy and compliance questions, station upgrades and more! If you have a question related to FCC licensed, over-the-air broadcasting, please join us.

Anemone, 2nd Floor

Laura Mizrahi, Vice President, Communication Technologies, Inc.
Brendan Holland, Attorney, Davis Wright Tremaine LLP
Joel Willer, Director of University Broadcasting, University of Louisiana at Monroe

Broadcast
1:30-2:20 p.m.

Radio Show and Tell

A fun, freewheeling session where stations share their best stuff, from DJ airchecks to production, news and sports highlights and more. Supportive feedback from session participants and the moderator. Plus, Halloween treats for all!

Damselfish, 2nd Floor

Chris Wheatley, WICB and VIC Radio, Ithaca College
Dan Schumacher, KTSW 89.9, Texas State University-San Marcos

Broadcast/Career Development
1:30-2:20 p.m.

Start With an Internship and End Up With a Job

This session covers how students can get internships within the Broadcasting/Entertainment field and successfully turn the non-paid position into a paid position. Professional Broadcaster and Full-time Professor, Tammy Trujillo and Award-Winning Student Broadcaster Alan Bailey will share and critique experiences from past internships with an emphasis on professionalism and problem-solving techniques while showing students how to maximize the opportunity to work from the 'inside' to turn the internship into a paying job.

Fantail, 2nd Floor

Tammy Trujillo, Audio8ball.com Mt. San Antonio College
Alan Bailey, Audio8ball.com, Mt. San Antonio College

New Media
1:30-2:20 p.m.

Breaking News from the Parking Lot

Breaking news and reporting in real time using Twitter. This short course focuses on how student media staffs can use Twitter to serve readers by live tweeting campus events and happening

Zander, 2nd Floor

Kenna Griffin, Oklahoma City University

2:30 p.m. Saturday

New Media/Newspaper
2:30-3:20 p.m.

Writing News in Cyberspace

Whether news outlets have already made the change or are considering it for the future, the inclusion of online content is essential to a healthy news organization building a strong readership. The session will focus on use of the open source CMS software WordPress, which is used by major media outlets like CNN. District editors will discuss how to

enhance news writing with hypertext and the inclusion of multimedia that would be unavailable to print, and explain how hypertext and tagging can actually increase readership of a news source.

Grouper, 2nd Floor

Allen Duncan, District, SCAD Savannah
Augusta Statz, District, SCAD Savannah
Kenneth R. Rosen, District, SCAD Savannah

Daily Newspaper
2:30-3:20 p.m.

Make Me Laugh, Make Me Cry: Feature Writing With Impact

Good feature writing can be the biggest draw for your student media or the biggest waste of space. A veteran feature writing professor and former feature editor gives you some of the tips and techniques to make feature sparkle and hold reader interest. Also see how to turn your static newspaper or magazine feature into an online, multimedia experience. You'll come away with great tips and techniques for feature writing success and some practical advice on ways to improve even a good feature to make it excellent.

Zander, 2nd Floor

Kay L. Colley, Texas Wesleyan University

Yearbook/Magazine/Newspaper
2:30-3:20 p.m.

Feature Fixes

A feature isn't just a news story with a fancy lead. Features require different reporting, observation and planning as well as a whole new kind of writing. Learn how to ID a feature from the get-go, talk about feature types (and alternative storytelling) and study what goes into one to make it great.

Yellowtail Ballroom B, Lobby Level

Lori Brooks, Oklahoma University

Florida College Press Association
2:30-3:20 p.m.

FCPA Business Meeting

The directors of the Florida College Press Association meet to elect a new president, and discuss pressing issues. Anyone is welcome and questions are encouraged. FCPA sponsors a statewide college journalism contest and has underwritten programming like Will Write for Food (students take over a homeless shelter newspaper) and the First Amendment Free Food Festival (free lunch in exchange for surrendering your rights).

Opah Boardroom, 2nd Floor

Michael Koretzky, FCPA President

Broadcast
2:30-3:20 p.m.

50 or More Low-Cost PR Ideas in 50 Minutes

Get ready for this rapid-fire idea exchange with specific PR ideas you can take home and put to use right away for your organization. Warning: bring an extra pen in case the first one runs dry!

Anemone, 2nd Floor

Warren Kozireski, WBSU General Manager, College at Brockport

Broadcast
2:30-3:20 p.m.

Encouraging Collaboration and Convergence in Student Broadcast Media

This panel will discuss collaboration and convergence across multiple student broadcast operations with common needs. Advisers from the University of Wisconsin Oshkosh's WRST-FM and Titan TV 57 will discuss their experiences in fostering a collaborative atmosphere between students working at these media outlets. Opportunities exist in such areas as news, sports, promotions, underwriting, and special event simulcasts. The panelists will share their observations of what

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Art Galleries and Museums trust their books to Friesens –
shouldn't you?

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Smithsonian American Art Museum
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University of California Press
University of Washington Press
Princeton University Press
Harvard University Press
Yale University Press
John Hopkins University Press
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works and doesn't work in broadcast media collaboration and lead discussion from attendees with similar experiences.

Damselfish, 2nd Floor

*Justine Stokes, Titan TV, University of Wisconsin Oshkosh
Randall Davidson, WRST-FM, University of Wisconsin Oshkosh*

Broadcast
2:30-3:20 p.m.

EAS: What You Need to Know to be Compliant

EAS rules are changing, what you need to know to be best prepared for compliance in the new EAS. The rules for the next generation of EAS are being written right now, many things will change; some will remain the same. A detailed look into the current rules and what is expected to be in the new rules.

Mako, 2nd Floor

Alan Alsobrook, Alsobrook Electronics

3:30 p.m. Saturday

Plenary Session
3:30-5:30 p.m.

Convention General Session: Presentation of ACP Annual Awards

Associated Collegiate Press annually recognizes the best work of student journalists. Presentation includes individual student awards. ACP's Pacemaker awards for student media will be presented.

Crystal Ballroom, Lobby Level

*Logan Aimone, Executive Director, Associated Collegiate Press
Sally Renaud, President, College Media Advisers*

Broadcast/Career Development
3:30-4:20 p.m.

"Working" A Job Fair: Get Your "Ask" in Gear

In this session, students will learn useful information on how to create a professional resume, in addition to the "Do's and Don'ts" in handling themselves during interviews. Learn how to think quickly on your feet and avoid making unnecessary mistakes. Find out how to take advantage of the entrepreneurial presence in front of you, build connections and follow up after you leave. Bring your resume if you would like to have it critiqued!

Anemone, 2nd Floor

Alex Lumna, Career Development Associate, Bronx Community College

Broadcast
3:30-4:20 p.m.

News Writing — Short and Sweet

Return of a successful presentation from last year. Techniques and tips for writing broadcast news, concise and to the point in a 50 minute session. We'll walk through the process with real life TV and radio stories. New this year — thinking about online as well.

Damselfish, 2nd Floor

Edward Arke, Faculty Manager, Messiah College

Broadcast/New Media
3:30-4:20 p.m.

Web Design for College Radio

There are many options out there but what is right for you? You'll learn a lot more than you imagined about WordPress and other options for your station. How to integrate social media with your operation, stream through your site and more. Bring your questions for this professional who has designed sites for commercial television and more!

Fantail, 2nd Floor

Tim Teeling, WFUV Web Developer, Fordham University

Broadcast
3:30-4:20 p.m.

Integrating the Community in Your Station's Operations

CBC SPECIAL TRACK

How do you make your station a part of the community instead of just the school? How do you integrate the mission of the school, the needs of the community and the experience of the students? Let's talk about, and explore, some of the more successful programs that have worked, and some of the failures. Community volunteers, children's programs, working with local politicians (not on their campaigns!) and more

Mako, 2nd Floor

John Devecka, WLOY Operations Manager, Loyola University Maryland

4:30 p.m. Saturday

Broadcast
4:30-5:20 p.m.

Making Your Dreams Come True

You have a little money, limited staff numbers, busy people and big dreams. In this session, learn which resources you all ready have to reach your organization's dream without busting your resources.

Anemone, 2nd Floor

Candace Walton, University of Phoenix

Broadcast
4:30-5:20 p.m.

He Said He Said (Making the Most of Your Vocal Talents)

A workshop on how to maximize your abilities to turn a piece of copy into an A-kicking liner, promo or commercial. This session features a 30 year broadcast vet (faculty adviser) and a campus station manager (who actually has been doing the production thing for almost 10 years).

Damselfish, 2nd Floor

*Michael Taylor, WVVS Blaze FM, Valdosta State University
Daniel Oakes, WVVS Blaze FM, Valdosta State University*

Broadcast
4:30-5:20 p.m.

CBI Serving HS Stations

Please tell us how we can do more to bring value to your station(s)!

Fantail, 2nd Floor

Pete Bowers, WBFH Station Manager, Bloomfield Hills Andover High School

6:30 p.m. Saturday

ACP/CMA
6:30-11:30 p.m.

A Night Out, Part 2

Want to see more of Orlando at tonight? You can. Just board the bus in front of the hotel. Tonight's destination is Universal City Walk. But be sure to keep a check on the time, because the bus returns to the hotel at 11:30 p.m... After that you're on your own. Buses will pick up just outside the hotel.

10 p.m. Saturday

College Media Advisers
10 p.m.-midnight

Advisers' Get Together III

Advisers, come join us for a final reception. We all want to celebrate a great convention.

CMA Suite, 1094/1095

Sally Renaud, CMA President

SUNDAY

9:30 a.m. Sunday

Plenary Session
9:30-10:45 a.m.

Closing Keynote and Best of Show Awards

Vadim Lavrusik, Journalist Program Manager at Facebook, is the keynote speaker. See page 5 for more information. Following Mr. Lavrusik's presentation this morning will showcase the best in college media. Celebrate as the winners of the ACP's Best of Show contests are announced. You'll leave the convention energized and ready to return to your campus and put your new knowledge to work.

Crystal Ballroom, Lobby Level

*Logan Aimone, Executive Director, Associated Collegiate Press
Sally Renaud, President, College Media Advisers
Vadim Lavrusik, Facebook*



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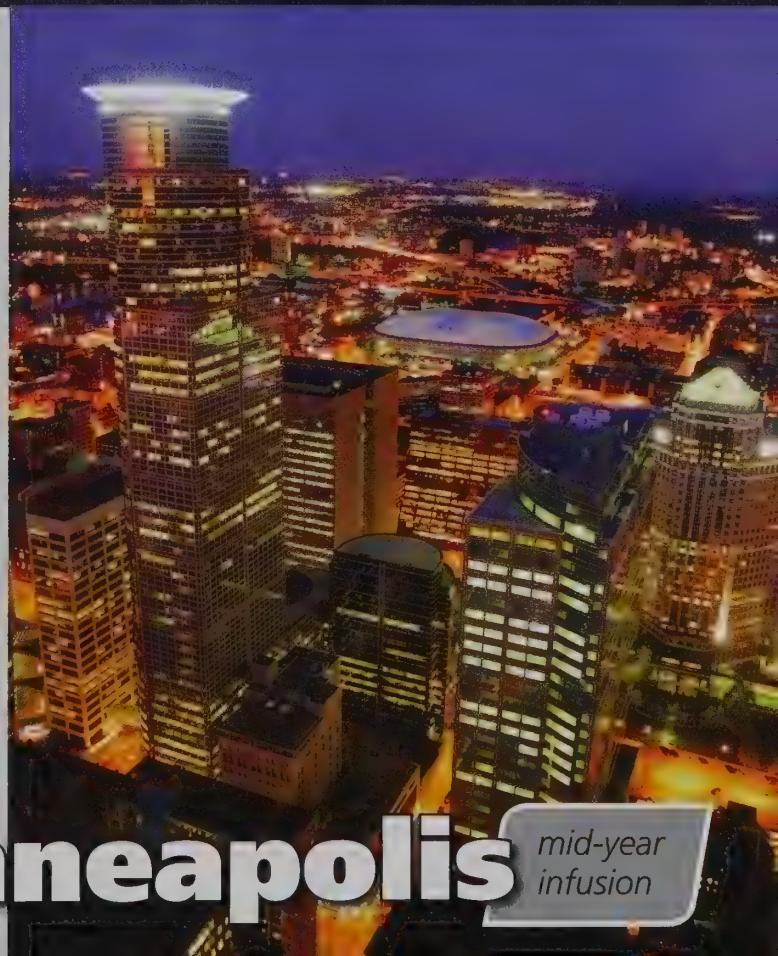
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- Speakers include top journalists from Twin Cities area and veteran media advisers
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- Earlybird registration rates \$69/person for ACP members, \$59 for four or more ACP members



minneapolis

COLLEGE MEDIA ADVISERS AWARDS

Hall of Fame

Bill Neville, University of Alabama-Birmingham



William (Bill) Neville III has been advising college publications since 1982. In that time his students and the publications he advises have received more than 200 state, regional and national awards.

Neville advised the George-Anne at Georgia Southern University, the paper he edited as a college student, for 26 years before his move to the University of Alabama in Birmingham in 2008, where he now works as the production manager for Student Media.

His students know him as a knowledgeable mentor who supports the First Amendment and their right to free expression, but Neville has his own mentor and source of inspiration. Jack Nolen worked with him when he was the George-Anne editor and then hired him to be the first media coordinator at the university.

"Both as a student and as a staff member, Bill was always a very strong and vocal advocate for the freedom of the student press. He worked hard and successfully in balancing the often tricky rights and responsibilities of the student press," Nolen wrote. "The George-Anne was not without controversy. When those situations arose, Bill was always there for the students and always successfully defended the right of freedom of expression as a student-run newspaper."

A CMA member for 25 years, Neville served as treasurer, new media coordinator, managing editor and art director of College Media Review, and editor of the CMA Newsletter. He served as Finance Committee chair and as a member of the elections, finance, technology, photojournalism and critiques committees. He has presented at the fall convention since 1999 and has been part of the New Advisers Workshop faculty since 2004.

James Tidwell, Eastern Illinois University



James Tidwell, a First Amendment expert who has served CMA for decades, developed a passion for the First Amendment as a result of nearly losing his first advising job because of an editorial printed in the student newspaper. That experience, at Tulsa Junior College in 1976, resulted in Tidwell accepting a position at Indiana University Southeast where he advised the student newspaper. It also influenced him to attend the School of Law at the University of Louisville. In 1987 he joined the Eastern Illinois faculty where he has served as the legal adviser to the daily student newspaper, the yearbook and the news operation of WEIU-TV. In

2005 he became the chair of the EIU Journalism Department.

"James is synonymous with college press freedom in Illinois and is in demand for his expertise in media law both in the state and across the nation," Sally Renaud, EIU colleague, wrote in her nomination letter.

Mark Goodman, former executive director of the Student Press Law Center, wrote, "From the moment I joined CMA in 1985, James (along with CMA legend Louis Ingelhart) were the voices I relied on most for support of the SPLC's work defending student press freedom."

CMA has benefited from Tidwell's First Amendment passion. He twice served as Media Law Committee chair, developing all the legal sessions at the fall and spring conventions. He has also taught at CMA workshops and decades' worth of CMA conventions, edited the CMA publication "Keeping Free Presses Free," and authored numerous legal articles in College Press Review. Outside of CMA, he has written for Quill magazine and Journalism and Mass Communication Educator and taught at Illinois College Press Association conventions.

Louis Ingelhart First Amendment Award

Mike Hiestand



In 20 years of serving high school and college student journalists, Mike Hiestand has provided legal assistance to more than 14,500 journalists and their advisers. He was the staff attorney for the Student Press Law Center between 1991 and 2003 before moving to the West Coast to join Zenger Consulting while continuing to assist student media and work closely with the SPLC on various projects affecting the student press community.

For his 20 years of service, the College Media Advisers Board of Directors has named Mike Hiestand the 2011 recipient of CMA's Louis Ingelhart

First Amendment Award. The namesake of this award is Louis E. Ingelhart, who was a journalism professor at Ball State University in Muncie, Ind. Ingelhart dedicated much of his life to studying, writing and teaching the First Amendment.

"Mike Hiestand has been a rock of support that students could rely on, someone who speaks with passion and eloquence for people whose voices might go unheard," said Frank LoMonte, SPLC executive director. "He has a phenomenal grasp of the law and of history, of course, but so much more importantly than that, he cares on an individual level for every person who calls in need of help and always knocks himself out to make sure every effort is exhausted to get to a happy outcome."

A former student journalist himself, Hiestand has written and lectured extensively on legal issues affecting the student media and is the primary author of the third edition of the Student Press Law Center's book, *Law of the Student Press* (2008), the SPLC Media Law Presentation series and the SPLC Test Your Knowledge quiz series, as well as various other Center projects and publications. He is also the author of *It's the Law*, a monthly column on student media law issues published by the National Scholastic Press Association and the Associated Collegiate Press.

A recognized expert in the field, he has spoken to student, journalism and education groups across the country and abroad. He has appeared on various radio and television shows, including C-SPAN, Voice of America and National Public Radio and his comments have appeared in such national publications as The New York Times, USA Today, US News and World Report and The Wall Street Journal.

Honor Roll Advisers

Four-year Newspaper: Lola Burnham



Lola Burnham is the adviser to The Daily Eastern News student newspaper at Eastern Illinois University. She is also the president of the Illinois College Press Association.

Burnham has worked in journalism and public relations in newspapers and agencies in Illinois and Tennessee since 1983 and shares more than 25 years of newspaper experience with her students.

One of her colleagues writes, "A working journalist before joining the teaching ranks, Ms. Burnham possesses sound news judgment, a great sent of journalistic ethics and knowledge of legal issues. As editorial adviser, she shares that knowledge daily with students and is the department's number one instructor, teaching students the principles of journalism through practical application."

The spring 2011 Daily Eastern News editor wrote, "Lola goes beyond her role as just an adviser. She has inspired me both professionally and personally and I strongly support her nomination for the CMA Honor Roll Award."

One of her former students writes, "She helped me through so many difficult times, and difficult choices...She prepared me more than anyone else ever could have."

In her statement about her approach to advising, Burnham writes, "If I know they're going through a rough patch, I try to offer quite words of encouragement as needed when they've done something particularly well, I compliment them in front of their peers. In other words, I try to show them that they matter to me as people, and I try to develop a rapport with them on a personal level to let them know that they are important to me as themselves first and as reporters, editors, photographers or designers second."

She ends her advising statement with this, "To make a long story short, what I try to do is get to know the individuals on the staff, to know which ones welcome some hand-holding on stories, which ones appreciate critiques after-the-fact but want me to be hands-off while they're covering something, which ones can take some teasing, and which ones need to be cajoled into recognizing what's wrong...I have high hopes that this will continue and that my students and I are building relationships that will last long after they have left the campus behind."

Four-year Multi-media: Jessica Clary



Jessica Clary is the Assistant Director of Student Media at Savannah College of Art and Design in Atlanta. She advises daily operations of the online student newspaper, quarterly student magazine and online student radio station.

In a letter of support, her mentor in advising wrote, "Her unwavering commitment to the CMA Code of Ethics is evident in her approach to advising. She continually works to maximize learning opportunities for students, while tirelessly defending their decision-making authority and ultimate responsibility for student media content.

As is often necessary at private colleges and universities, she spends a considerable amount of time teaching other students, staff, and faculty about the importance of editorially independent student media organizations. She is truly a champion for her students and is respected and admired within the college community as an educator and advocate."

A student wrote in a letter of support, "She comes in early and stays late, and she is always available when we have a question. She is easy to approach, and the door to her office is always open...I do not think that I would have accomplished as much this year without the guidance of Jessica."

Another student writes, "Jessica manages to advise the college media at SCAD Atlanta in such a way that promotes an educational experience for all students involved."

An administrator in her university writes, "Jessica's commitment to the CMA Code of Ethics has enhanced her reputation among staff and faculty and has made her a trusted and valued resource among students. SCAD alumni now working at CNN, Time Magazine, Vanity Fair and other national media outlets all confirm Jessica's important role in preparing them for their professional achievements."

Clary is accomplished writer and designer. In her statement of advising philosophy, she writes, "In being true to the purpose of helping students, I not only believe I need to help create an atmosphere of encouragement and success, but also a safe place for experimentation and even failure... So long as they're learning in the process, and developing leadership and team working skills, alongside the practical journalism skills they use every day, I feel like I'm doing what a good adviser should."

Four-year Broadcast: Jamie Lynn Gilbert



Jamie Lynn Gilbert is the Assistant Coordinator of Student Media Advising at North Carolina State University.

Jamie worked in radio in Michigan before she began working in North Carolina. She was an adjunct instructor in the Department of Communication, Saginaw Valley State University for two years and the Jazz Music Director for CMU Public Radio at Central Michigan University. She has worked as an announcer, a board operator and music host.

During her undergraduate years, she was a news director for the campus radio station and news reporter for the student newspaper at Eastern Michigan University. She won writing and speaking awards for writing and speaking along the way.

One of her colleagues in College Broadcasters, Inc. wrote, "During the three-plus years I have come to know Jamie, she has demonstrated her love for college broadcasting many times over with her dedication of time and expertise beyond her primary job as Associate Coordinator for Student Media at North Carolina State University."

In a letter of support, one of her students write, "Not only have I learned an immeasurable amount from Jamie, but I have thoroughly enjoyed it the whole way."

In her statement of approach to advising, Gilbert writes, "Whenever people ask me what I do as a radio station adviser, I never really know what to tell them. There are some regular duties...But what I really do is help. I help the production staff when they can't figure out why the microphones aren't working. I help the promotions team develop partnerships with local organizations. I help the public affairs director decide the types of PSAs the station should run. I help the general manager interview the executive staff for the upcoming year. I help the DJs when they forget the code to the library door. I even help the yearbook on deadline days... I'm the first person you see when you walk into the radio station and my door is always open. Sometimes a student will apologize for "bothering" me with so many questions. I tell them it's never a bother – it's my job. And I take it very seriously."

Distinguished Advisers

Two-year Magazine: Richard Gaspar



Richard Gaspar advises the Triad and Galeria magazines at Hillsborough Community College. He also co-advises the Hawkeye student newspaper.

He taught at the middle school and high school level before beginning his teaching and advising career at Hillsborough Community College. Gaspar has an impressive background in education at all levels and in diverse activities such as drama and technology.

One of his colleagues at HCC writes, "As a professor and adviser, Rick has proved his leadership skills time and again...He does so with ease, confidence, and dedication to excellence. Above all, he is an educator who is a CMA role model...Dozens of his students have gone on to universities, colleges and jobs as a result of his professional, ethical and responsible advising."

A student writes, "Gaspar is unique in his dedication to the production of quality publications, and moreover in his devotion to the success of his students. His selflessness and continual encouragement has become a lifeline to many who truly want to succeed in their college experience and in their careers. As a student returning to college after nearly 30 years, I am most grateful to have a professor who truly cares and takes the time to ensure my success."

Another student writes, "His devotion to his profession, to his students, to the Hawkeye staff and to the Hawk Media Club consistently displays his total commitment to all of us. He has a way of making each student feel important and is always cognizant of our individual professional development."

In his statement of advising philosophy, Gaspar writes, "I consider my advising opportunities a privilege. I also enjoy the additional opportunities it provides me to do what I enjoy most: teaching...Most of all, my experiences as a student and as a teacher have shaped me into a person who as an adviser is "above all, a role model." I seek to advise my student and teach them a strong sense of ethics, a sound understanding of professional behavior, and above all, teach them the profound effect that advice can have on a person and his career."

Four-year Newspaper: Tom Nelson



Tom Nelson is director of student media at Loyola Marymount University in Los Angeles. He advises The Los Angeles Loyolan student newspaper, The Tower yearbook and ROAR Network television. His students win numerous awards each year from every collegiate journalism association in the country.

Before he began his advising career, he worked in magazine publishing, financial news and as a staff writer and a sports editor for daily newspapers.

In his statement of advising philosophy, Nelson

writes, "...In 2010, I boiled down the essence of my philosophy to three specific ideas that I presented to the students at our summer leadership retreat: Accuracy, Relevance, Responsibility. Above all else, be right. Second, make sure what you are doing resonates with your readers. Third, understand and embrace the fact that with the power that comes with your positions as leaders comes a serious responsibility."

An administrator at the university writes, "Tom is the consummate professional. He treats each of his students and advisees with the utmost respect and, most importantly, he sets goals for his student staff and helps them reach their full potential. He works with his students to resolve questions, concerns, or issues. Tom's own background in journalism makes him the perfect adviser for students as he is able to relate to them and understands their needs."

One of his colleagues who advises at another California University writes, "His enthusiasm for journalism inspires his students at The Loyolan. He is quite versatile and his command of both the editorial and business offices. He uses his expertise to guide his students in our ever-changing media landscape."

In a letter of support, a student writes, "Tom has always been cognizant that this is a student operation, and he has a genuine desire to empower the students he works with to make informed, smart, often-tough decisions. When I first started working with Tom, I'd make decisions without thinking them all the way through. Because Tom constantly challenges me to know why I make the decisions I do, I make sure I can fully explain my actions, whether or not they're related to the newspaper. Tom has instilled this mentality in me in a big way, and I've tried to do the same with my staff."

Two-year Newspaper: Anita Reed



Anita Reed advises the Crusader student newspaper and CrusaderNews.com online at Seward County Community College in Liberal, Kan. where she teaches English and journalism.

Prior to her collegiate advising career, she worked in newspapers, radio and television in Southwest Kansas. Her roles included basketball play-by-play announcer, sales executive, reporter, photographer, news director, sales manager, general manager and producer. Reed started winning awards and receiving recognition while she was still in college. The skills she learned in the professional world have allowed her to mentor students who

create award-winning publications.

A colleague from another community college in the region writes, "In addition to her work as a newspaper and online adviser, Anita is also an accomplished instructor. I've had the opportunity to meet and visit with several of Anita's students who speak with admiration and respect for all that she has taught them."

One of her colleagues writes, "The real testament to her strength as an adviser, though, is the pride and competence I see in her student staff. They do the work, under her guidance, and it is work worthy of praise and worth reading."

A colleague from a university in her state writes, "As a fellow Kansas adviser, I can attest to Anita's dedication to the furtherance of journalism education...She has for years been actively involved in the Kansas Associated Collegiate Press, coordinating contests and conducting seminars at conferences."

In her statement of advising philosophy, Reed writes, "I actually like almost every staff member or editor who crosses my threshold, and I enjoy working with students and watching them advance and conquer goals. I am amazed at the levels of talent and the dedicated workers in this generation."

A student writes, "Mrs. Reed embodies all the best qualities of a media adviser. She is committed, passionate, and entirely selfless in both the production of a monthly student newspaper that has won national awards, and also in the way she interacts with the students working on that newspaper...I consider Mrs. Reed to not only be a model educator and adviser, but a profound living example of the best type of humanity."

Four-year Broadcast: Candace Walton



Candace Walton advised KAOR-FM at the University of South Dakota, Vermillion from 2006 until 2011. Prior to that, she was the professional station manager for KSDB-FM radio and Director of Orion Online, a student web agency at Kansas State University. She is now Director of Academic Affairs for the University of Phoenix's Omaha campus.

Walton is the president of College Broadcasters, Inc. and has won numerous awards for teaching. Her students have earned too many honors to mention in this space.

In her statement of advising philosophy, she writes, "Each semester I start with a fresh group of student leaders. In the beginning, the students need extra guidance. The students must understand their responsibilities like FCC rules, campus rules and professional standards. By the end of their term as student leaders, my true goal is to not be needed by the students."

One of her colleagues at the University of South Dakota writes, "Candy has been the faculty adviser of the student-run radio station at K-State and at USD. She has built both programs from the ground-up. Recruitment and keeping students involved is one of her strengths."

Another colleague writes, "Candace is a student-centered leader no matter where she works. And her recognition as a Distinguished Adviser is well deserved."

A colleague in media advising writes, "In very interaction with Candy, I found her to be a consummate professional – and a consummate media adviser, as she recruited, trained and critiqued her students with the fullest respect for their editorial independence."

In a letter of support, a student writes "Walton deserves the Distinguished College Media Adviser award for her dedication to her job and the success of her students...She has truly helped set the path of my career."

Gold Leaf Memorial Awards

Jolene Combs



The life of longtime CMA member and board member Jolene Combs is being honored with a Gold Leaf Memorial Award. Combs, adviser and professor at El Camino College in California, died July 13, 2011, at the age of 69.

Former CMA President Jenny Tenpenny Crouch remarked on Combs' legacy: "Jolene was one of the most delightful people I have ever known, and she was such a pleasure to work with on the CMA Board," she said. "As secretary, she took meticulous notes and kept us on target with our agendas. Her input on issues the board was dealing with was meaningful and insightful. But it was her quick wit and sense of humor that always kept the board in good spirits and laughing, even when times could be tense. She will truly be missed."

In addition to her role on the board, Combs represented community colleges throughout her long history with the organization, and she continued to mentor students and advisers after her retirement from teaching full time in 2008. She continued to teach part time, even posting on Facebook in June how excited she was about the new AP Stylebooks arriving in the mail.

Kate McLaughlin of El Camino College notified the CMA membership of Combs' passing: "With the heaviest of hearts, I'm writing to tell you that Jolene Combs died ..." she wrote. "She was a long-time adviser at El Camino College in Torrance, Calif., who spent many years working closely with CMA, so I know many of you know what a tireless and talented professional she was. She was also a great person: cool, funny, gracious and smart as hell."

Combs graduated from the University of Southern California and began teaching journalism at Redondo Union High School in Redondo Beach in 1970.

She earned her master's degree and began teaching at El Camino College in 1984, teaching classes and advising student publications, including the Warwhoop newspaper, which later became The Union.

Combs is survived by her husband, two children, and three grandchildren.

Dan Morris



Dan Morris, former adviser to the Arbiter student newspaper at Boise State University, died April 17, 2011. He is being honored with CMA's Gold Leaf Memorial Award.

Morris worked at Boise State since 1986 as a journalism and mass media professor and adviser, retiring in 2010. During his time as adviser, the newspaper won many national awards.

Boise State Student Media Director Brad Arendt wrote, "[Morris] was that voice that really believed in journalism, what it was at its core foundation. For him, the biggest thing was being able to pass that on to students and to teach them what journalism really meant and what it really was."

Morris started his journalism journey with degrees from Northwestern University and the University of Missouri at Columbia, and he was a reporter in Kansas City in the 1970s. He was an avid traveler and sang in a barbershop quartet, the Boise Chordsmen.

He is survived by his father and two siblings, and hundreds of former students who fondly remember "Dr. Dan." They especially remember their trips to conventions and his passion for journalism, which he instilled in them.

CMA Lifetime Members

Steve Ames



Steve Ames has built a career of helping students and his fellow advisers.

Beginning in 1971 when he taught and advised the newspaper at Merced (Calif.) College through his time at Pepperdine and California Lutheran universities, in addition to several community colleges, Ames has worked with student newspapers, magazines and yearbooks. His students' publications won many awards over the years, both at the state and national levels.

And he was always willing to share his talents, whether it was as co-director of the 1979 fall media convention, as committee chairman for the Magazine, Visual Communication and Awards committees, or, of course, a presenter of sessions for three decades.

Nils Rosdahl, a retired adviser from North Idaho and sometimes co-presenter with Ames, said Steve has been a valuable contributor with organizing and planning gatherings in California and national levels. And "dependable and pleasant are ... good adjectives for Steve," he said.

Besides presenting, Ames also wrote, often in College Media Review (or College Press Review, as it was once called) and for papers presented at national conventions. In 1985 he was awarded a Distinguished Adviser Award from CMA. He has degrees from San Jose State and Nova Southeastern universities and worked as a journalist in newspapers and magazines in California.

He also has been an officer in the Community College Journalism Association for nearly 20 years, in addition to many other organizations.

Pat Parish



Pat Parish, Student Media associate director and adviser to the Legacy, Louisiana State University's award-winning magazine, has been a leader in magazines for College Media Advisers for many years, coordinating and presenting sessions and helping students and adviser navigate new technology and new trends.

But Pat Parish behind the scenes has been perhaps even more valuable to College Media Advisers.

For several years she and Lloyd Goodman, of the University of Texas at Arlington, created the template for CMA's entry into the Council for the Advancement of Standards in Higher Education,

working with a committee of CMA members who represented various models of student media.

In addition, she is helming this year's CMA Hall of Fame Committee after serving as a committee member for several years.

She was also editor for College Media Review, and in that capacity she examined such 'new' issues as convergence and theft of college newspapers.

In each of these positions, Parish's work has left its mark in terms of solidifying the work CMA does for its members and the stability of the organization's legacy.

She also has had an active role in regional leadership, serving as president of the Southwestern Journalism Congress, for example.

In addition, Parish also serves as an adjunct faculty member in LSU's Manship School. She has been with the school since 1986 in several capacities, including production manager for The Daily Reveille and magazine adviser.

She graduated from the University of Missouri Columbia and has a master's degree from LSU.

Linda Puntney



Linda Puntney has been a fixture at college media conventions for many years, and it is her devotion to yearbooks from which she has built her reputation with her fellow advisers.

Since 1989, Puntney has worked at Kansas State University in a number of positions, but all involving student media and journalism education. She has been the adviser of the Royal Purple yearbook and director of student publications. She retired in 2010.

Prior to 1989, Puntney was a college public relations director and an instructor at Cowley County (Kan.) Community College and Northwest Missouri State.

In addition, she has done hundreds of sessions on yearbook topics, and she has been a hot ticket on the list of popular guest speakers. She conducts hundreds of workshops for both high school (serving, too, as Journalism Education Association director) and college journalists and their advisers.

"Linda has been invaluable to CMA's yearbook committee," said Lori Brooks, Yearbook Committee chairwoman. "Her ideas have helped to direct the committee and conventions, she's always willing to do whatever we need and students rave about her sessions. Her enthusiasm and expertise not only shaped the Royal Purple, but also collegiate books across the country."

For many years Puntney co-directed the national Yearbook Workshop and Idea Forum each summer with Laura Widmer and Dave Adams, designed to help yearbook staffs train and plan for the coming year.

She graduated from the University of Missouri Columbia.

Ron Spielberger



Ron Spielberger has been at the helm of College Media Advisers since the fall of 1982, when it was the National Council of College Publication Advisers.

At that time, Spielberger had been serving for 10 years as the business and advertising adviser for the Memphis State (now the University of Memphis) Helmsman and worked with College Press Review as its business manager.

In his job as the organization's director, Spielberger coordinated membership, advised the board of directors and established a permanent headquarters. He has been the face and representative of the organization through the decades.

He was also a Memphis faculty member in advertising, a role to this day that is dear to his heart. In the more than three decades that Ron has been a member of CMA, he has seen changes in the journalism industry that have been reflected in the changes in the organization, added more committees and more programming and training.

For many years, Ron has also been the fall convention director, coordinating the programming of sessions, overseeing the receptions and other convention activities.

In 2002, Spielberger was honored for 20 years of service with the creation of the Ron Spielberger Service to CMA Award, designed to honor a CMA member who has made an outstanding contribution to the organization.

PAST ACP/CMA CONVENTION SITES

1954—Washington, DC
1955—Detroit, MI
1956—Cleveland, OH
1957—New York, NY
1958—Chicago, IL
1959—New York, NY
1960—Chicago, IL
1961—Miami, FL
1962—Detroit, MI
1963—New York, NY
1964—Chicago, IL
1965—San Francisco, CA
1966—Philadelphia, PA
1967—Chicago, IL
1968—New York, NY
1969—Miami Beach, FL
1970—Minneapolis, MN
1971—Dallas, TX
1972—New York, NY
1973—Chicago, IL
1974—Hollywood, FL

1975—St. Louis, MO
1976—Chicago, IL
1977—New Orleans, LA
1978—Houston, TX
1979—San Francisco, CA
1980—Chicago, IL
1981—Miami, FL
1982—St. Louis, MO
1983—Chicago, IL
1984—Orlando, KY
1985—Dallas, TX
1986—Washington, DC
1987—St. Louis, MO
1988—Atlanta, GA
1989—New Orleans
1990—Washington, DC
1991—Denver, CO
1993—Dallas, TX
1994—New Orleans, LA
1995—Washington, DC
1996—Orlando, FL

1997—Chicago, IL
1998—Kansas City, MO
1999—Atlanta, GA
2001—New Orleans, LA
2002—Kissimmee, FL
2003—Dallas, TX
2004—Nashville, TN
2005—New Orleans/Kansas City
2006—St. Louis, MO
2007—Washington, DC
2008—Kansas City, MO
2009—Austin, TX
2010—Louisville, KY
2011—Orlando, FL

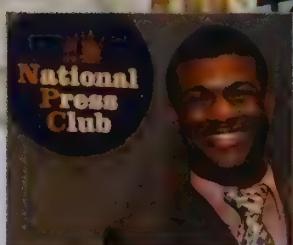
Future Convention Sites

2012—Chicago, IL
2013—New Orleans, LA
2014—Philadelphia, PA
2015—Austin, TX

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2011 CBI STUDENT PRODUCTION AWARDS FINALISTS

Combined

Best Student Media Website

Viking Fusion, Berry College, <http://vikingfusion.berry.edu>
WKNC-FM, North Carolina State University, <http://www.wknc.org>

Carolina Week, University of North Carolina, <http://www.carolinaweek.org>

Mediacom Channel 18 ISUtv, Iowa State University, <http://www.isutv.stuorg.iastate.edu/>

Best Station Imaging

WICB, Ithaca College, "WICB Imaging Montage"

KSYM, San Antonio College, "KSYM Brand"

Titan TV, University of Wisconsin-Oshkosh, "Titan TV 57 Switch"

Best Community Involvement

WGLS, Rowan University, "Harrison Township Day"

UTVS, St. Cloud State University, "SCSU Local"

WLOY, Loyola University-Maryland, "What Happens Next"

Television

Best General Entertainment Program

KYOT, University of South Dakota, "Find Farber"

Titan TV, University of Wisconsin-Oshkosh, "Tales From a College Dorm"

The Southeastern Channel, Southeastern Louisiana University, "College Night"

KBVR-TV, Oregon State University, "Locals Live"

Best Comedy

ICTV, Ithaca College, "To A Pulp"

BCMN4350, University of Texas-Arlington, "Easter Weekend"

KYOT, University of South Dakota, "Changing Majors"

TV12, University of Southern Indiana, "The All-Nighters"

Best Promo

TSTV, University of Texas-Austin, "Laser Promo"

Viking Fusion, Berry College, "Viking Fusion Promo"

ICTV, Ithaca College, "ICTV Everywhere"

Titan TV, University of Wisconsin-Oshkosh, "My Gangster"

Best PSA

KYOT, University of South Dakota, "Spring 2011 CMJ Promo"

ICTV, Ithaca College, "Take Back the Tap"

KYOT, University of South Dakota, "Luther Center"

COM 425, Berry College, "Smoking Mime"

Best Sportscast

UT 10news, University of Toledo, "March 29th sports"

Carolina Week, University of North Carolina, "Carolina Week Sportscast 2/23/11"

ICTV, Ithaca College Television, "Hold That Thought"

KBVR TV, Oregon State University, "Beaver Sports Show - 02/23/11"

Best Newscast

Campus 31 Television, East Carolina University, "ECU January Update" (1/18/11)

The Southeastern Channel, Southeastern Louisiana University, "Northshore News" (4/20/11)

The Southeastern Channel, Southeastern Louisiana University, "Northshore News" (3/28/11)

UTVS, St. Cloud State University, "UTVS News" (4/21/11)

Best News Reporting

Campus News, Minnesota State-Morehead, "Mandala"

The Southeastern Channel, Southeastern Louisiana University, "Tracking Diseases with Twitter"

ONU3-TV, Ohio Northern University, "Making the Super Bowl"

TSTV, University of Texas-Austin, "Zach Anner YouTube Sensation"

Best Special Broadcast

Rowan TV Network Channel 5, Rowan University, "4th Annual Live Telethon for Alex's Lemonade Stand"

UTVS, St. Cloud State University, "Monday Night Live"

Carolina Week, University of North Carolina, "Election Show 2011"

UT 10news, University of Toledo, "UT Myths and Legends"

Best Documentary/Public Affairs

CTVR 129, Saddleback College, "The Bullets to Bubbles"

MCOM 4243, Midwestern State, "Art & Soul"

ICTV, Ithaca College, "Invading the Everglades"

ICTV, Ithaca College, "Bound By Hope"

Best Podcast

Rowan TV Network, Rowan University, "The Broken Gun (Part 1)"

TSTV, University of Texas-Austin, "ACMC Short"

Titan TV, University of Wisconsin-Oshkosh, "Titan Ticker"

Rowan TV Network, Rowan University, "RU Single?"

Radio

Best DJ

WCRX, Columbia College, Michael Michalski

WBSU, College at Brockport, Aaron LaFaro

WUTM, University of Tennessee-Martin, Brandon Doyle, Chase Pickett, Rachel Stephens

KSBR, Saddleback College, Kelly Jones

Best Documentary/Public Affairs

WIWU, Indiana Wesleyan University, "Life Under Pressure"

WMUL, Marshall University, "Minding the Meters"

Radio Fusion, Nanyang Technological University, "Chick Lit Slash in the City"

WSOU, Seton Hall University, "25 Years of Metal"

Best Podcast

WMUL, Marshall University, "Herd Roundup"

KAOR-FM, University of South Dakota, "Idefest"

WONC, North Central College, "Cardinal Week in Review"

WLOY, Loyola University Maryland, "Both Feet In: A Bench is Not a Bed"

Best PSA

WICB, Ithaca College, "Cyberbullying PSA"

WCRX, Columbia College, "Trevor Project"

KAOR-FM, University of South Dakota, "University Art Galleries"

UTA Radio.com, University of Texas-Arlington, "Don't Sext"

Best Sports Reporting

WZND, Illinois State University, "Track Coach Elvis Forde Spotlight"

Radio Fusion, Nanyang Technological University, "Karting Singapore"

Carolina Connection, University of North Carolina, "Josh Adams profile Stefano Rivera"

WDCR-AM & WFRD-FM, Dartmouth College, "What You Missed" ("The Big Green Scene"-Winter Week 1)

Best News Reporting

Carolina Connection, University of North Carolina, "Alcohol abuse on campus often goes unnoticed"

SCAD Radio, Savannah College of Art & Design, "Animation students work through the night for peace, piece and...peas?"

KVRX, University of Texas-Austin, "Bait Bikes"

Best Newscast

Carolina Connection, University of North Carolina at 9/11/10"

WMUL, Marshall University, "Newscenter 88 at 5: 10-1-10"

Bronc Radio, University of Texas-Pan American, "Bronc Radio News 10 May 2011"

Radio DePaul, DePaul University, "Radio DePaul Live News at Noon 11/3/10"

Best Regularly Scheduled Program

WMUL-FM, Marshall University, "Mecha Colossus: Episode 5"

KTSW, Texas State University-San Marcos, "Other Side Drive - Thursday Edition 2/10/2011"

WKSU, Kennesaw State University, "The Sad Tale of Albert Finkel."

WCRX, Columbia College, "Babylon, Wisconsin"

Best Sports PBP

WICB, Ithaca College, "Ithaca Men's Basketball vs. M.I.T."

WMUL, Marshall University, "Marshall v. Bowling Green Football"

WGFS-FM, Rowan University, "Rowan University vs. NJCU - NJAC Playoffs"

WPITS, University of Pittsburgh, "Pitt Men's Basketball vs. Syracuse"

Best Promo

WRST-FM, University of Wisconsin-Oshkosh, "Thursday Night Sports Page"

Fredonia Radio Systems, SUNY Fredonia, "Rockin' the Commons"

KSYM, San Antonio College, "Friday Night Line-Up"

Audio8ball.com, Mt. San Antonio College, "Musical Journey"

Best Feature

WKNC, North Carolina State University, "Taco Trucks"

WYBF, Cabrini College, "Determined to Survive"

Lancer Radio, Pasadena City College, "PCC and the Rose Parade"

Sound Communication, Rowan University, "Shane Donahue"



ACP AWARD FINALISTS

2011 ACP NEWSPAPER PACEMAKER FINALISTS

FOUR-YEAR DAILY NEWSPAPER

Arizona Daily Wildcat
Univ. of Arizona
Tucson, Ariz.
Colin Darland, Michelle Monroe, editors
Mark Woodhams, adviser

The Daily Bruin
Univ. of California, Los Angeles
Los Angeles, Calif.
Farzad Mashhood, editor
Amy Emmert, adviser

Indiana Daily Student
Indiana Univ.
Bloomington, Ind.
Sarah Brubeck, Jake Wright, editors
Ron Johnson/Ruth Witter, advisers

The Daily News
Ball State Univ.
Muncie, Ind.
Aly Brumback, Sarah Bowerswell, editors
John Strauss, adviser

Iowa State Daily
Iowa State Univ.
Ames, Iowa
Jessica Opioen, editor
Annette Forbes/Mark Witherspoon, advisers

The State News
Michigan State Univ.
East Lansing, Mich.
Justin Harris, editor
Omar Sofradzija/Marty Sturgeon, advisers

Minnesota Daily
Univ. of Minnesota
Minneapolis, Minn.
Devin Henry, Taryn Wobber, editors
Taryn Wobber, adviser

Washington Square News
New York Univ.
New York, N.Y.
Jaywon Choe, editor

The Daily Orange
Syracuse Univ.
Syracuse, N.Y.
Katie McInerney, editor
Pete Waack, adviser

The Daily Tar Heel
Univ. of North Carolina,
Chapel Hill
Chapel Hill, N.C.
Sarah Frier, editor
Erica Perel, adviser

FOUR-YEAR NON-DAILY NEWSPAPER

The Northern Light
Univ. of Alaska Anchorage
Anchorage, Alaska
Jerry Sheldock, Josh Edge, Shana Roberson, editors
Paola Bancheri/Annie Route, advisers

Chimes
Biola Univ.
La Mirada, Calif.
Kathryn Watson, editor
Michael Longinow, adviser

Loyolan
Loyola Marymount Univ.
Los Angeles, Calif.
Jose Martinez, Kenzie O'Keefe, editors
Tom Nelson, adviser

Golden Gate [X]Press
San Francisco State Univ.
San Francisco, Calif.
Ryan Smith, Kelsey Avers, editors
Rachele Kanigel/Austin Long-Scott, advisers

The Review
Univ. of Delaware
Newark, Del.
Josh Shannon, editor
Sandy Iverson, adviser

The GW Hatchet
George Washington Univ.
Washington, D.C.
Lauren French, editor
Evelyn Gardner, adviser

The Famuan
Florida A & M Univ.
Tallahassee, Fla.
Jordan Culver, editor
Andrew Skerritt, adviser

Signal
Georgia State Univ.
Atlanta, Ga.
Sheena Roetman, editor
Bryce McNeil, adviser

The Columbia Chronicle
Columbia College
Chicago, Ill.
Chris Richert/Jeff Lyon, advisers

F Newsmagazine
School of the Art Institute of Chicago
Chicago, Ill.
Paul Elitzik, adviser

The Butler Collegian
Butler Univ.
Indianapolis, Ind.
Arika Herron, Hayleigh Colombo, editors
Loni McKown, adviser

Tulane Hullabaloo
Tulane Univ.
New Orleans, La.
Julie Schwartzwald, editor
Tel François-Bailliet, adviser

The Heights
Boston College
Chestnut Hill, Mass.
Michael Caprio, editor
Daniel Ottanick, adviser

The Standard
Missouri State Univ.
Springfield, Mo.
Sarah Bennett, editor
Jack Dimond, adviser

Student Life
Washington Univ.
St. Louis, Mo.
Kate Gaertner, Josh Gold-
man, editors
Andy O'Dell, adviser

ASMSU Exponent
Montana State Univ.
Bozeman, Mont.
Eric Dietrich, editor
Bill Wilke, adviser

The Nevada Sagebrush
Univ. of Nevada, Reno
Reno, Nev.
Jessica Fryman, editor
Amy Koeckes, adviser

The New Hampshire
Univ. of New Hampshire
Durham, N.H.
Thomas Gounley, Chad Graff, editors
Julie Perron, adviser

The Ithacan
Ithaca College
Ithaca, N.Y.
Elizabeth Sile, editor
Michael Serino, adviser

UWeekly @ OSU
Ohio State Univ.
Columbus, Ohio
Justin McIntosh, editor
Michael Riches, adviser

The Volante
Univ. of South Dakota
Vermillion, S.D.
Chris Jessen, editor
Chuck Baldwin, adviser

The Vanderbilt Hustler
Vanderbilt Univ.
Nashville, Tenn.
David Namm, Chris Honi-
ball, editors
Chris Carroll, adviser

The Vermont Cynic
Univ. of Vermont
Burlington, Vt.
Natalie DiBlasio, editor
Chris Evans, adviser

Observer
Central Washington Univ.
Ellensburg, Wash.
Anthony James, editor
Cynthia Mitchell, adviser

Tulane Hullabaloo
Tulane Univ.
New Orleans, La.
Julie Schwartzwald, editor
Tel François-Bailliet, adviser

TWO-YEAR COLLEGE NEWSPAPER

Mesa Legend
Mesa CC
Mesa, Ariz.
Ryan McCullough, Joseph Starkloff, editors
Jack Mullins, adviser

The Sun
Southwestern College
Chula Vista, Calif.
Diana Inocencio, Lyndsey Winkley, John Carter, editors
Max Branscomb, adviser

The Advocate
Contra Costa College
San Pablo, Calif.
Sam Attal, editor
Paul DeBolt, adviser

El Don
Santa Ana College
Santa Ana, Calif.
Blanca Valdivia, editor
C.W Little, adviser

Collegian
Georgia Perimeter College
Clarkston, Ga.
Ashley Cummins, Sebastian Wee, editors
David Simpson, adviser

The Sentinel
North Idaho College
Coeur d'Alene, Idaho
Devin Heilman, editor
Geoff Carr, adviser

Crusader
Seward County CC
Liberal, Kan.
Alfredo Anaya, Dana Loewen, editors
Anita Reed, adviser

The Et Cetera
Eastfield College
Mesquite, Texas
Braulio Tellez, editor
Lori Dann/Sabine Winter, advisers

The Clarion
Madison Area Technical College
Madison, Wis.
Cristalynne Bell, editor
Doug Kirchberg, adviser

Wingspan
Laramie County CC
Cheyenne, Wyo.
Seneca Flowers, Hannah Wheeler, Will Hebert, editors
Rosalind Schliske/J.L. O'Brien, advisers

Ethos
Univ. of Oregon
Eugene, Ore.
Suji Paek, editor
Mark Blaine, adviser

Panorama
Univ. of Texas Pan American
Edinburg, Texas
Kevin Stich, Santa Hernandez, Daniel Flores, editors
Donna Pazdera, adviser

2011 ACP MAGAZINE PACEMAKER FINALISTS

FEATURE

Cipher
Colorado College
Colorado Springs, Colo.
Andrea Tudhope, editor
David Hendrickson, adviser

Q Magazine
Yale Univ.
New Haven, Conn.
Jacob Conway, editor
Michael Warner, adviser

Inside
Indiana Univ.
Bloomington, Ind.
CJ Lotz, Sarah Hutchins, editors
Ron Johnson/Ruth Witmer, advisers

Ball Bearings
Ball State Univ.
Muncie, Ind.
Natalie Moya, editor
David Sumner/Mary Spillman, advisers

Ethos
Iowa State Univ.
Ames, Iowa
Corin Hatala, Tyler Kingkade, editors
Deb Gibson, adviser

THINK
Drake Univ.
Des Moines, Iowa
Riane Menardi, editor
Lori Blachford/Jill Van Wyke, advisers

Reporter
Rochester Institute of Technology
Rochester, N.Y.
Madeleine Villavicencio, editor
Rudy Pugliese, adviser

Fusion
Kent State Univ.
Kent, Ohio
Justin McCraw, Raytevia Evans, editors
Brian Thornton, adviser

Ethos
Univ. of Oregon
Eugene, Ore.
Suji Paek, editor
Mark Blaine, adviser

Panorama
Univ. of Texas Pan American
Edinburg, Texas
Kevin Stich, Santa Hernandez, Daniel Flores, editors
Donna Pazdera, adviser

LITERARY (FOUR-YEAR)

Metrosphere
Metropolitan State College of Denver
Denver, Colo.
Jo Gerlick, Kelsey McMaster, Kathleen Jewby, editors
Donnita Wong, adviser

MiddleWestern Voice
Elmhurst College
Elmhurst, Ill.
Megan Kirby, Sean Armbruster, Alexandra Stark, editors
Geoff Sciacca, adviser

The Bridge
Bridgewater State Univ.
Bridgewater, Mass.
Stephen Plummer, Joshua Savory, editors
John Mulrooney/Melanie McNaughton, advisers

Colonnades
Elon Univ.
Elon, N.C.
Jonathan Bolding, editor
Tita Ramirez/Drew Perry, advisers

Rebel
East Carolina Univ.
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Anna Vaughn Creech, editor
Paul Isom, adviser

Windhover
North Carolina State Univ.
Raleigh, N.C.
Mollie Mohr, editor
Bradley Wilson, adviser

The Mountain Laurel
North Greenville Univ.
Tigerville, S.C.

Melissa Weaver, Celeste Hawkins, editors
Deborah DeCiantis, adviser

LITERARY (TWO-YEAR)

American River Review
American River College
Sacramento, Calif.
Zachary Adams, Toshi Casey, editors
Michael Spurgeon, adviser

Miamiance
Miami Dade College, Kendall Campus
Miami, Fla.
Grace Dopico, editor
Marta Magellan/R. Pau-Llosa, advisers

Parnassus
Northern Essex CC
Haverhill, Mass.
Patrick Lochelt, adviser

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ONLINE-ONLY

The Daily Gazette
Swarthmore College
Swarthmore, Pa.
Dougal Sutherland, editor
Nick Gettitno, adviser
daily.swarthmore.edu/

connect2mason.com
George Mason Univ.
Fairfax, Va.
Kevin Loker, editor
Kathryn Mangus, adviser
connect2mason.com

NEWSPAPER 5,000 OR FEWER SCHOOL ENROLLMENT

The Online Current
Eckerd College
St. Petersburg, Fla.
Max Martinez, editor
Tracy Crow, adviser
theonlinemaincurrent.com

Chips
Luther College
Decorah, Iowa
Aung Ye Naing, editor
Ryan Gjerde, adviser
lutherchips.com

Justice
Brandeis Univ.
Waltham, Mass.
Brian Blumenthal, editor
Brian Fromm, adviser
thejustice.org

Gustavian Weekly
Gustavus Adolphus College
St. Peter, Minn.
Tom Lany, editor
David Kogler, adviser
weekly.blog.gustavus.edu/

The Pendulum Online
Elon Univ.
Elon, N.C.
Alex Trice and Jeff Stern, editors
Colin Donohue, adviser
elonpendulum.com

MediaOCU
Oklahoma City Univ.
Oklahoma City, Okla.
Amanda Alfonso, editor
Kenna Griffin, adviser
mediaocu.com

The Phoenix
Swarthmore College
Swarthmore, Pa.
Cami Ryder, editor
Mary Prager, adviser
swarthmorephoenix.com

The New Perspective
Carroll Univ.
Waukesha, Wis.
Andy Bottom, editor
Dan Becker, adviser
thedigitalnp.com

Newspaper 5,001-10,000
School Enrollment

The Chronicle
Quinnipiac Univ.
Hamden, Conn.
Joseph Pelletier, editor
Lila Carney, adviser
uchronicle.com/

The Minaret Online
Univ. of Tampa
Tampa, Fla.
Yara Abbas, editor
Dan Reimold, adviser
theminaretonline.com

The Suffolk Journal
Suffolk Univ.
Boston, Mass.
Ryan Boyle, editor
Bruce Butterfield/Kate Bauer, advisers
suffolkjournal.net

The North Wind
Northern Michigan Univ.
Marquette, Mich.
Todd Stanich, editor
Jim McCommons, adviser
thenorthwindonline.com/

Lions' Roar Online
Normandale CC
Bloomington, Minn.
Dominique Williams and Brittny Garrett, editors
Mark Plenke, adviser
lionsroar.info

The Northwest Missourian
Northwest Missouri State Univ.
Maryville, Mo.
Ty Stevens, editor
Laura Widmer, adviser
nwmissourinews.com

The Gleaner
Rutgers Univ.
Camden, N.J.
Chris Velezco, editor
Carla Kantner/Tom Snyder, advisers
gleaner.rutgers.edu

The Communicator Online
Spokane Falls CC
Spokane, Wash.
Wendy Gaskill, editor
Jason Nix, adviser
faculty.spokanefalls.edu/
Communicator/

NEWSPAPER 10,001- 20,000 ENROLLMENT

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Santa Ana, Calif.
Josephine Gan, editor
C.W Little, adviser
eldononline.org/

Arbiter Online
Boise State Univ.
Boise, Idaho
Megan Lloyd, editor
Brad Arendt/Dan Morris, advisers
arbiteronline.com

The Columbia Chronicle
Columbia College
Chicago, Ill.
Chris Cummings, editor
Chris Richert/Jeff Lyon, advisers
ColumbiaChronicle.com

The Glacier
Moraine Valley CC
Palos Hills, Ill.
Stacey Reichard, editor
Ted Powers, adviser
mvccglacier.com/

The Communicator
Indiana-Purdue Univ.
Fort Wayne, Ind.
Craig Lloyd, editor
Matt McClure, adviser
ipfwcommunicator.org

The Tech Talk Online
Louisiana Tech Univ.
Ruston, La.
Danielle Cintron, editor
Judith Roberts, adviser
thetechtalk.org

The Tech Online Edition
Massachusetts Institute of Technology
Cambridge, Mass.
B.D Colen, adviser
[tech.mit.edu/](http://tech.mit.edu)

Student Life
Washington Univ.
St. Louis, Mo.
David Seigle, editor
Andy O' Dell, adviser
studlife.com

The Nevada Sagebrush
Univ. of Nevada, Reno
Reno, Nev.
Jessica Fryman, editor
Amy Koeckes, adviser
nevadasagebrush.com

The Daily Orange
Syracuse Univ.
Syracuse, N.Y.
Katie McInerney, editor
Pete Waack, adviser
dailyorange.com

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baylorlariat.com

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Tucson, Ariz.
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Mark Woodhams, adviser
wildcat.arizona.edu

Daily Trojan
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Los Angeles, Calif.
Laura Cueva, editor
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dailytrojan.com

Daily Sundial
California State Univ., Northridge
Northridge, Calif.
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dailysundial.com

The Red & Black
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Mimi Ensley, editor
Ed Morales, adviser
redandblack.com

The Daily Illini
Univ. of Illinois
Champaign, Ill.
Melissa Silverberg, editor
Mary Cory, adviser
dailyillini.com

Iowa State Daily
Iowa State Univ.
Ames, Iowa
Brian Smith, editor
Annette Forbes/Mark Witherspoon, advisers
iowastatedaily.com

kansan.com
Univ. of Kansas
Lawrence, Kan.
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Malcolm Gibson, adviser
kansan.com

The Harvard Crimson
Harvard Univ.
Cambridge, Mass.
E.J. Bensing, editor
Naveen Srivatsa, adviser
thecrimson.com

Minnesota Daily
Univ. of Minnesota
Minneapolis, Minn.
Ryan Bailey, editor
Taryn Wobberma, adviser
[mndaily.com/](http://mndaily.com)

KentWired.com
Kent State Univ.
Kent, Ohio
Frank Yonko, editor
Carl Schierhorn, adviser
kentwired.com

The Temple News Online
Temple Univ.
Philadelphia, Pa.
Maria Zankey, editor
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temple-news.com/

Philadelphia Neighborhoods
Temple Univ.
Philadelphia, Pa.
Christopher Harper, adviser
philadelphia neighborhoods.com

The Daily Cougar
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Houston, Texas
Matthew Keever, editor
Richard Cigler/Matt Dulin, advisers
thedailycougar.com

The Daily Toreador
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dailytoreador.com

Collegiate Times
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collegiatetimes.com

The Daily
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Seattle, Wash.
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dailyuw.com

MAGAZINE

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[blot.uidaho.edu/](http://blot.uidaho.edu)

The217.com
Univ. of Illinois
Champaign, Ill.
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the217.com

Inside
Indiana Univ.
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idsnews.com/inside

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Des Moines, Iowa

Abby Wolner
Drake Magazine
Drake Univ. School of Journalism
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Fullerton, Calif.

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California State Univ., Fullerton

Fullerton, Calif.

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Syracuse, N.Y.

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Baker Univ.

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Round Rock, Texas

Sarah Vasquez
The Accent
Austin CC, Round Rock Campus

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The Nevada Sagebrush
Univ. of Nevada, Reno

Reno, Nev.

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Temple Univ.

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Univ. of Michigan

Ann Arbor, Mich.

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George Washington Univ.

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Andra Lim, Evan Luxenberg, Tiffany Cheng
The Daily Bruin
Univ. of California, Los Angeles

Los Angeles, Calif.

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Waco, Texas

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The Communicator
Spokane Falls CC

Spokane, Wash.

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Fullerton, Calif.

Emily Van Horn, Josh Wolfe
District

Savannah College of Art and Design

Savannah, Ga.

Max Collins, Jacob Smilovitz

The Michigan Daily
Univ. of Michigan

Ann Arbor, Mich.

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The Nevada Sagebrush
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Reno, Nev.

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Harvard Univ.

Cambridge, Mass.

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Syracuse, N.Y.

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Los Angeles, Calif.

Morgan Glier, Maya Sugarman
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Los Angeles, Calif.

Kat Petersen
The State News
Michigan State Univ.
East Lansing, Mich.

Jules Ameel, Erin Westover,
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Minnesota Daily
Univ. of Minnesota
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The Maneater
Univ. of Missouri
Columbia, Mo.

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Matt Hallowell
The State News
Michigan State Univ.
East Lansing, Mich.

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East Lansing, Mich.

Matt Hallowell
The State News
Michigan State Univ.
East Lansing, Mich.

Grant Hindsley
The Maneater
Univ. of Missouri
Columbia, Mo.

Michael Conti
Reporter
Rochester Institute of Technology
Rochester, N.Y.

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Marissa McClain
The Michigan Daily
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David Mabe
Agromeck
North Carolina State Univ.
Raleigh, N.C.

Vaughn Wallace
The Pitt News
Univ. of Pittsburgh
Pittsburgh, Pa.

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Reporter
Rochester Institute of Technology
Rochester, N.Y.

Matthew Ziegler
The Daily Orange
Syracuse Univ.
Syracuse, N.Y.

Michael Ciaglo
Oregon Daily Emerald
Univ. of Oregon
Eugene, Ore.

Karl Anderson
La Ventana
Texas Tech Univ.
Lubbock, Texas

Megan McCormick
The Badger Herald
Univ. of Wisconsin
Madison, Wis.

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Eric Coulter
Grand Valley Lanthorn
Grand Valley State Univ.
Allendale, Mich.

Matt Radick
The State News
Michigan State Univ.
East Lansing, Mich.

Grant Hindsley
The Maneater
Univ. of Missouri
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Michael Conti
Reporter
Rochester Institute of Technology
Rochester, N.Y.

Christina Nelson
The Beacon
Univ. of Portland
Portland, Ore.

FEATURE PICTURE FINALISTS

Mark Samala
The Daily Titan
California State Univ., Fullerton
Fullerton, Calif.

Maya Sugarman
The Daily Bruin
Univ. of California, Los Angeles
Los Angeles, Calif.

Nick Wallace
The Review
Univ. of Delaware
Newark, Del.

Rachel Steinhauser
Distraction
Univ. of Miami
Coral Gables, Fla.

Aaron Marineau
Oregon Daily Emerald
Univ. of Oregon
Eugene, Ore.

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Kelsey Stein
The Crimson White
Univ. of Alabama
Tuscaloosa, Ala.

Riley Shaaber
FSView & Florida Flambeau
Florida State Univ.
Tallahassee, Fla.

Tim Riethmiller
Bengalore
Taylor Univ.
Upland, Ind.

Makenzie Mason
La Ventana
Texas Tech Univ.
Lubbock, Texas

Daniel Cernero
Round Up
Baylor Univ.
Waco, Texas

SPORTS PICTURE FINALISTS

Brad Meyer
The Daily Illini
Univ. of Illinois
Champaign, Ill.

Kat Petersen
The State News
Michigan State Univ.
East Lansing, Mich.

Sam Wolson
The Michigan Daily
Univ. of Michigan
Ann Arbor, Mich.

Sam Gause
The Maneater
Univ. of Missouri
Columbia, Mo.

Daniel Cernero
The Baylor Lariat
Baylor Univ.
Waco, Texas

SPORTS PICTURE HONORABLE MENTIONS

Tiffany Cheng
The Daily Bruin
Univ. of California, Los Angeles
Los Angeles, Calif.

Alex Trautwig
The Heights
Boston College
Chestnut Hill, Mass.

Matt Kile
The Standard
Missouri State Univ.
Springfield, Mo.

Joan Jennings
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Syracuse, N.Y.

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Western Kentucky Univ.
Bowling Green, Ky.

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FSView & Florida Flambeau
Florida State Univ.
Tallahassee, Fla.

Luis Zapata
Technician
North Carolina State Univ.
Raleigh, N.C.

Aaron Marineau
Oregon Daily Emerald
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Stephen Brua
Collegian
South Dakota State Univ.
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Ela Apa
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Univ. of Miami
Coral Gables, Fla.

Alli Berry
F Newsmagazine
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Chicago, Ill.

Zach Hetrick
Indiana Daily Student
Indiana Univ.
Bloomington, Ind.

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Cambridge, Mass.

Lindsey Brookbank
Collegiate Times
Virginia Tech
Blacksburg, Va.

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San Pablo, Calif.

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Central Oregon CC
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Carlo Calante
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Harvard Univ.
Cambridge, Mass.

Kelly McHugh
The Daily Tar Heel
Univ. of North Carolina,
Chapel Hill
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Renee Takara
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Univ. of Washington
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San Francisco, Calif.

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Rochester, Mich.

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Oregon Daily Emerald
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South Dakota State Univ.
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Staff
The Daily Universe
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Carlos Calante
Eagle News
Florida Gulf Coast Univ.
Fort Myers, Fla.

ACP AWARD FINALISTS

Michael Auslen
Indiana Daily Student
Indiana Univ.
Bloomington, Ind.

Nicole E. Iacopetti
The Harvard Crimson
Harvard Univ.
Cambridge, Mass.

Susannah Brinkley
Technician
North Carolina State Univ.
Raleigh, N.C.

NEWSPAPER PAGE/SPREAD HONORABLE MENTIONS

Malarie Schaffer
The Reflector
Mount Royal Univ.
Calgary, Alberta

Dariush Azmoudeh
The Advocate
Contra Costa College
San Pablo, Calif.

Danielle Delph
FSView & Florida Flambeau
Florida State Univ.
Tallahassee, Fla.

Danny Weilandt
The Daily Illini
Univ. of Illinois
Champaign, Ill.

Tim Cook
Cardinal Points
State Univ. of New York at
Plattsburgh
Plattsburgh, N.Y.

NEWSMAGAZINE/SPECIAL SECTION COVER FINALISTS

Staff
El Don
Santa Ana College
Santa Ana, Calif.

Rachel Steinhauser,
Claudia Aguirre
Distraction
Univ. of Miami
Coral Gables, Fla.

Lauren Stott, Matt Liparota
Northern Star
Northern Illinois Univ.
DeKalb, Ill.

Allison Maze
THINK
Drake Univ.
Des Moines, Iowa

Michele Cleary, Jasper L.
Clyatt, Hannah D'Apice
Daily Spectator
Columbia Univ.
New York, N.Y.

NEWSMAGAZINE/ SPECIAL SECTION COVER HONORABLE MENTIONS

Mariam Aldhahi
University Press
Florida Atlantic Univ.
Boca Raton, Fla.

Allison Goodman
The Miami Hurricane
Univ. of Miami
Coral Gables, Fla.

Gary L. Norris, Maria Xia
The Harvard Crimson
Harvard Univ.
Cambridge, Mass.

Mikaela Buck
The Standard
Missouri State Univ.
Springfield, Mo.

YEARBOOK/MAGAZINE PAGE/SPREAD FINALISTS

James Gardner
The Daily Universe
Brigham Young Univ.
Provo, Utah

YEARBOOK/MAGAZINE PAGE/SPREAD FINALISTS

Caila Brown, Katalen
Cunningham
District
Savannah College of Art
and Design
Savannah, Ga.

Mark Ziemer, Barry Lee
SCAN
Savannah College of Art
and Design-Atlanta
Atlanta, Ga.

Caitlin McCormick, Joi Ong
Reporter
Rochester Institute of
Technology
Rochester, N.Y.

Lauren Jow
Flux
Univ. of Oregon
Eugene, Ore.

Yasmin Marquez
Minero Magazine
Univ. of Texas at El Paso
El Paso, Texas

YEARBOOK/MAGAZINE PAGE/SPREAD HONORABLE MENTIONS

Kenneth Garcia
Ibis
Univ. of Miami
Coral Gables, Fla.

Kourtney Salter, Adam
Densmore, Olivia
Montgomery
Savoir Faire
Bossier Parish CC
Bossier City, La.

INFOGRAPHIC FINALISTS

Ryan Amos
Recensio
Miami Univ.
Oxford, Ohio

INFOGRAPHIC FINALISTS

Liliana Oyarzun
Ibis
Univ. of Miami
Coral Gables, Fla.

Larry Buchanan
Indiana Daily Student
Indiana Univ.
Bloomington, Ind.

Jason Willis
The Oakland Post
Oakland Univ.
Rochester, Mich.

Ko Kawazoe
Reporter
Rochester Institute of
Technology
Rochester, N.Y.

Sara Gregory, Ryan
Kurtzman, Jonathan Jones
The Daily Tar Heel
Univ. of North Carolina,
Chapel Hill
Chapel Hill, N.C.

INFOGRAPHIC HONORABLE MENTIONS

Brian Pohuski
The Crimson White
Univ. of Alabama
Tuscaloosa, Ala.

Sarah Andrews
The Times-Delphic
Drake Univ.
Des Moines, Iowa

Brandon Coley
News Argus
Winston-Salem State Univ.
Winston-Salem, N.C.

Alexandra Notman
Ethos
Univ. of Oregon
Eugene, Ore.

Eric Wiegmann
The Badger Herald
Univ. of Wisconsin
Madison, Wis.

ILLUSTRATION FINALISTS

Olivia Anthony
The Daily Bruin
Univ. of California, Los
Angeles
Los Angeles, Calif.

Jeremy Nguyen
District
Savannah College of Art
and Design
Savannah, Ga.

Larry Buchanan
Inside
Indiana Univ.
Bloomington, Ind.

Katy Jo Desantis
The State News
Michigan State Univ.
East Lansing, Mich.

Jeffrey Pallak
Wingspan
Laramie County CC
Cheyenne, Wyo.

ILLUSTRATION HONORABLE MENTIONS

Adam Sheetz
University Press
Florida Atlantic Univ.
Boca Raton, Fla.

Mike Ricci
Eagle News
Florida Gulf Coast Univ.
Fort Myers, Fla.

Danny Weilandt
The Daily Illini
Univ. of Illinois
Champaign, Ill.

Tony Contini
The Nevada Sagebrush
Univ. of Nevada, Reno
Reno, Nev.

Chris Alton
The Daily Tar Heel
Univ. of North Carolina,
Chapel Hill
Chapel Hill, N.C.

2011 ACP CARTOONING AWARDS

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EDITORIAL CARTOON FINALISTS

Colin Tom
The Red & Black
Univ. of Georgia
Athens, Ga.

Sarah Quinn
The Red & Black
Univ. of Georgia
Athens, Ga.

Will Caron
Ka Leo O Hawai'i
Univ. of Hawaii-Manoa
Honolulu, Hawaii

Dan Sills
Grand Valley Lanthorn
Grand Valley State Univ.
Allendale, Mich.

Nate Woeber
The Collegian
Tarrant County College
Hurst, Texas

EDITORIAL CARTOON HONORABLE MENTIONS

Walter Deller
The Northerner
Northern Kentucky Univ.
Highland Heights, Ky.

JR Fruto
The Daily Tar Heel
Univ. of North Carolina,
Chapel Hill
Chapel Hill, N.C.

Edwin Ouellette
Oregon Daily Emerald
Univ. of Oregon
Eugene, Ore.

ESTEBAN DIAZ

The Baylor Lariat
Baylor Univ.
Waco, Texas

Nate Woeber
The Collegian
Tarrant County College
Hurst, Texas

COMIC PANEL/STRIP FINALISTS

Sam Carlberg
District
Savannah College of Art
and Design
Savannah, Ga.

Kelsey Wroten
The Campus Ledger
Johnson County CC
Overland Park, Kan.

John O'Neill
The Oakland Post
Oakland Univ.
Rochester, Mich.

Daryl Seitchik
Daily Spectator
Columbia Univ.
New York, N.Y.

Cody Richeson
The Et Cetera
Eastfield College
Mesquite, Texas

COMIC PANEL/STRIP HONORABLE MENTIONS

Dylan Fagan
The Connector
Savannah College of Art
and Design-Atlanta
Atlanta, Ga.

Billy Fore
The Daily Illini
Univ. of Illinois
Champaign, Ill.

David Barnett
UT Daily Beacon
Univ. of Tennessee
Knoxville, Tenn.

Liz Newnam
UT Daily Beacon
Univ. of Tennessee
Knoxville, Tenn.

Domenic Fuccillo
The Clarion
Madison Area Technical
College
Madison, Wis.

2011 ACP ADVERTISING AWARDS

DISPLAY AD FINALISTS

Matthias Brown
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Savannah College of Art
and Design-Atlanta
Atlanta, Ga.

Michael Giba
The Glacier
Moraine Valley CC
Palos Hills, Ill.

Buddy Boor
The State News
Michigan State Univ.
East Lansing, Mich.

Ko Kawazoe
Reporter
Rochester Institute of
Technology
Rochester, N.Y.

Marianne Jolley
The Daily Universe
Brigham Young Univ.
Provo, Utah

DISPLAY AD HONORABLE MENTIONS

Dinesh Dave
SCAN
Savannah College of Art
and Design-Atlanta
Atlanta, Ga.

Melissa Pinguel
College Heights Herald
Western Kentucky Univ.
Bowling Green, Ky.

Jacob Cooper
The State News
Michigan State Univ.
East Lansing, Mich.

Rebecca O'Malley
The Marquette Tribune
Marquette Univ.
Milwaukee, Wis.

Rebecca O'Malley
The Marquette Tribune
Marquette Univ.
Milwaukee, Wis.

HOUSE AD FINALISTS

Laura Howell
Mustang Daily
California Polytechnic
State Univ.
San Luis Obispo, Calif.

Yves Solorzano
FSView & Florida Flambeau
Florida State Univ.
Tallahassee, Fla.

Vince Medellin, Rob
Mitchell
The Campus Ledger
Johnson County CC
Overland Park, Kan.

Nataliya Lityuk
Branding Iron
Univ. of Wyoming
Laramie, Wyo.

ACP AWARD FINALISTS

HOUSE AD HONORABLE MENTIONS

Sidney Cumbie
The Daily Titan
California State Univ.,
Fullerton
Fullerton, Calif.

Claudia Aguirre
Distraction
Univ. of Miami
Coral Gables, Fla.

Allison Tylek
Indiana Daily Student
Indiana Univ.
Bloomington, Ind.

Jason Willis
The Oakland Post
Oakland Univ.
Rochester, Mich.

Justin Schneewind
The Collegian
Houston Baptist Univ.
Houston, Texas

AD CAMPAIGN

HONORABLE MENTIONS

Jessica Churchill, Virginia Ochi
The Spartan Daily
San Jose State Univ.
San Jose, Calif.

Tanya Flores, Davagy
DeLeon
The Spartan Daily
San Jose State Univ.
San Jose, Calif.

Claudia Aguirre
Distraction
Univ. of Miami
Coral Gables, Fla.

Ryan Kiefer
The Glacier
Moraine Valley CC
Palos Hills, Ill.

Sara Taylor
College Heights Herald
Western Kentucky Univ.
Bowling Green, Ky.

HONORABLE MENTIONS

Staff
The Columbia Chronicle
Columbia College
Chicago, Ill.

Zach Rodheim
The Daily Illini
Univ. of Illinois
Champaign, Ill.

Iowa State Daily
Iowa State Daily
Iowa State Univ.
Ames, Iowa

Staff
Grand Valley Lanthorn
Grand Valley State Univ.
Allendale, Mich.

Staff
The State News
Michigan State Univ.
East Lansing, Mich.

AD/EDITORIAL SUPPLEMENT
SUPPLEMENT FINALISTS

Alyssa Cutter
University Press
Florida Atlantic Univ.
Boca Raton, Fla.

Staff
The Columbia Chronicle
Columbia College
Chicago, Ill.

Carolyn Gilbert, Melissa
Silverberg
The Daily Illini
Univ. of Illinois
Champaign, Ill.

Staff
The Harvard Crimson
Harvard Univ.
Cambridge, Mass.

Staff
The State News
Michigan State Univ.
East Lansing, Mich.

AD/EDITORIAL SUPPLEMENT
HONORABLE MENTIONS

Nick Webster
Ka Leo O Hawai'i
Univ. of Hawaii-Manoa
Honolulu, Hawaii

Staff
The Oklahoma Daily
Univ. of Oklahoma
Norman, Okla.

Staff
Oregon Daily Emerald
Univ. of Oregon
Eugene, Ore.

Staff
The Daily Universe
Brigham Young Univ.
Provo, Utah

Eric Wiegmann, Meagan
Stilp
The Badger Herald
Univ. of Wisconsin
Madison, Wis.

BROCHURE/RATE CARD
HONORABLE MENTIONS

Honorable Mention
Rachell Newburn, Jaclyn
DeMartini
Mustang Daily
California Polytechnic
State Univ.
San Luis Obispo, Calif.

Honorable Mention
Elliot Taylor
Eagle News
Florida Gulf Coast Univ.
Fort Myers, Fla.

Staff
The Daily Aztec
San Diego State Univ.
San Diego, Calif.

Staff
The Columbia Chronicle
Columbia College
Chicago, Ill.

Staff
The State News
Michigan State Univ.
East Lansing, Mich.

Staff
Oregon Daily Emerald
Univ. of Oregon
Eugene, Ore.

Rebecca O'Malley
The Marquette Tribune
Marquette Univ.
Milwaukee, Wis.

BROCHURE/RATE CARD
HONORABLE MENTIONS

Honorable Mention
Rachell Newburn, Jaclyn
DeMartini
Mustang Daily
California Polytechnic
State Univ.
San Luis Obispo, Calif.

Honorable Mention
Elliot Taylor
Eagle News
Florida Gulf Coast Univ.
Fort Myers, Fla.

Honorable Mention
Alex Marks
College Heights Herald
Western Kentucky Univ.
Bowling Green, Ky.

Honorable Mention
Staff
The Oklahoma Daily
Univ. of Oklahoma
Norman, Okla.

Honorable Mention
Staff
The Oklahoma Daily
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Vanderbilt University

CMA Committee Chairs

From coast to coast, these committee members combine their talents to serve their fellow advisers and their students.

They lead sessions at CMA conventions and workshops, coordinate speakers, report for CMA publications and respond to the challenges that face media advisers, be they newcomers or veterans. You are invited to join these committees which meet twice yearly, at the Fall National College Media Convention and the Spring National College Media Convention.

Advertising/Business Marketing

Paul Bittick, Cal Poly State University

Adviser Advocacy

Ken Rosenauer, Missouri Western State University

Adviser Mentorship

Mandi Bryson, University of Charleston

Archives of the Student Press

Pat A. Louise, Utica College

Awards/Adviser

Stacy Sparks, Southwest College

Awards/The Apples

Don Krause, Truman State University

Best of Design

Amy Kilpatrick, University of Alabama, Birmingham

Broadcast

Will Robedee, Rice University

Career Development

Bonnie Thrasher, Arkansas State University

Church-Related

Sheridan Barker, Carson-Newman College
David Dixon, Malone University

College Media Review

Robert Bohler, Texas Christian University

Conventions, Critiques

Kelley Callaway, Rice University

Conventions, Fall Book Exhibit

Judy Robinson, University of Oklahoma

continued on next page

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Awards Coordinator

Jamie Lynn Gilbert

Newsletter

Dave Black

Fall Convention Cybercast

Chris Thuringer

Election Commissioner



CMA Committee Chairs

continued from previous page

Conventions, Fall Coordinator

Ron Spielberger, University of Memphis

Conventions, Fall Program Design

Marc Wood, Associated Collegiate Press

Conventions, Spring Coordinator

Michael Koretzky, Florida Atlantic University

Conventions, Spring Services

Michelle Boyet, Florida Atlantic University

Conventions, Spring Tours

Rachele Kanigel, San Francisco State University

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Elections

Jenny Tenpenny-Crouch, Middle Tennessee State University

Ethics

Trum Simmons, Harrisburg Area Community College

Finance

Annette Forbes, Iowa State University

First Amendment

Mark Witherspoon, Iowa State University

Hall of Fame

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Headquarters

Chris Carroll, Vanderbilt University

Magazine

Michael Ray Taylor, Henderson State University
Ian Blake Newhem, SUNY Rockland

Media Law

Roger Soenksen, James Madison University

New Member Programs

Kelly Messinger, Capital University

Newsletter

Sacha DeVroomen-Bellman, Miami University of Ohio

Newspaper/Daily

Ed Morales, University of Georgia
Erica Perel, University of North Carolina

Newspaper/Non-Daily

Rob Marino, University of Central Florida

New Media

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Photojournalism

Bradley Wilson, North Carolina State University

Professional Development

Gayle Brown
Vince Filak, University of Wisconsin-Oshkosh

Registered Agent

David Knott, retired, Ball State University

Student Leadership

Mat Cantore, Hudson Valley Community College

Technology

Steven Chappell, Simpson College

Two-Year College

Frank Coffman, Rock Valley Community College

Website

Jim Hayes, Vanderbilt University

Yearbook

Lori Brooks, University of Oklahoma

CMA Liaisons

College Media Advisers is one of many national media associations. To maintain CMA ties to these associations and to keep members informed of the activities of other associations, these CMA liaisons report on the activities, services and opportunities of other associations. To learn more about a particular association, contact the appropriate liaison. To become a CMA liaison for an association not listed, contact Vince Filak, CMA Vice President.

Alpha Epsilon Rho, National Broadcasting Society

Richard Gainey, Ohio Northern University

American Copy Editors Society

Bonnie Thrasher, Arkansas State University

American Society of Magazine Editors

Harvey Gotlieff, San Jose State University

Arkansas Collegiate Press Association

Bonnie Thrasher, Arkansas State University

Association of Christian Collegiate Media

Sheridan Barker, Carson Newman University

Associated Collegiate Press

Logan Aimone

Association for Education in Journalism and Mass Communication

Lillian Lodge Kopenhaver, Florida International University

College Broadcasters, Inc.

Will Robedee, Rice University

College Newspaper Business and Advertising Managers

Andrew O'Dell, Washington University

Columbia Scholastic Press Association

Edmund Sullivan, Columbia University

Community College Journalism Association

Frank Coffman, Rock Valley College (IL)

Council of Presidents of National Journalism Associations

Sally Renaud, Eastern Illinois University

Florida Community College Press Association

Peter Townsend, Miami Dade Community College

Illinois College Press Association

Jim Killam, Northern Illinois University

Hoosier State Press Association

Merv Hendricks, Indiana State University

Illinois College Press Association

John Ryan, Eastern Illinois University

Indiana Collegiate Press Association

Laurel Thomas Gnagy, Taylor University

Intercollegiate Broadcasting System

Norman Prusslin, State University of New York

Iowa Collegiate Press Association

Paul Peterson, North Iowa Community College

Journalism Education Association

Kelly Furnas, Kansas State University

Kansas Associated Collegiate Press

Laura York Guy, Garden City Community College

Kentucky Press Association

Joe Hedges, Murray State University

National Association of Student Personnel Administrators

Chris Carroll, Vanderbilt University

National Press Photographers Association

Bradley Wilson, North Carolina State University

Nebraska Collegiate Media Association

Kathryn T. Stofer, Hastings College

New Jersey Collegiate Press Association

Tom Engleman, New Jersey Press Foundation

Newspaper Association of America

Nancy Green, Marketing & Communications, WVSOM

Pacific Northwest Association of Journalism Educators

Nils Rosdahl, North Idaho College

Rocky Mountain Collegiate Media Association

Cary Berry Smith, University of Wyoming

Society for Collegiate Journalists

Bill Ruehlmann, Virginia Wesleyan College

Society of News Design

Ron Johnson, Indiana University

Society of Professional Journalists

Elizabeth Fraas, Eastern Kentucky University

Southern University Newspapers

Paul Wright, University of Alabama

Student Press Law Center

Kathy Lawrence, University of Texas-Austin

Tennessee Press Association

Joe Hedges, Murray State University

Texas Intercollegiate Press Association

Fred Stewart, Texas A&M University-Commerce

Western Association of University Publication Managers

Dick Cigler, University of Houston

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Norman D. Christensen

University of Miami 1955-57

Frank W. Gill

Wayne State University 1957-58

Donald E. Swarts

University of Pittsburgh 1958-59

Donald R. Grubb

Northern Illinois University 1959-62

John A. Boyd

Indiana State University 1962-64

Herman R. Estrin

Newark College of Engineering 1964-66

K.P. Orman

Texas Technology University 1966-67

Dario Politella

University of Massachusetts 1967-69

Reid Montgomery

University of South Carolina 1969-71

J.W. Click

Ohio University 1971-75

Lillian Lodge Kopenhaver

Florida International University 1975-79

Nancy Green

University of Texas-Austin 1979-83

Richard Sublette

University of California at Los Angeles 1983-85

David Knott

Ball State University 1985-87

Lifetime Members

David Adams	Kansas State University	1987-89
Lesley Marcello	Nicholls State University	1989-91
Laura Widmer	Northwest Missouri State University.....	1991-93
Ron Johnson	Kansas State University	1993-95
Jan Childress	Texas Tech University	1995-97
Mark Witherspoon	Southern Methodist University.....	1997-99
Chris Carroll	Vanderbilt University	1999-2001
Jenny Tenpenny Crouch	Middle Tennessee State University	2001-2003
Kathy Lawrence	University of Texas at Austin	2003-2005
Lance Speere	University of Illinois-Edwardsville	2005-2007
Ken Rosenauer	Missouri Western State University	2007-2009

Established by a bylaws revision in 1990, lifetime membership may be conferred by majority vote of the Board of Directors on individuals who are retiring and who have had active CMA membership status for at least 10 years. The board deems them worthy of the honor.

John Behrens	1996
Eddie Blick	2007
Bob Bullard	1993
Oren Campbell	2005
William Click	2002
Dorothy Estes	1996
Abdollah Farrokhi	2004
Richard Finnell	2010
Ron Gibson	1997
Bob Gremmels	1993
Greg Harrell	2004
Louis E. Ingelhart	2002
Judith Jolly	1995
Josephine Wooden Kell	1996
Bill Lawbaugh	2003
Terry Lawhorn	2005
Kathy Lawrence	2009
Richard Lytle	2008
David Knott	1998
Joe Kovach	1993
Barbara Krohn	1991
Lesley Marcello	2001
John Manbeck	1999
Blaine D. Moody	1998
Frank Myers	1996
Charles "Tod" Oliver	1992
Linda Owens	2008
Marilyn Peterson	1993
Tom Pierce	2003
Mary Lynn Polk	2005
Fran Quigley	2005
John David Reed	2004
Nils Rosdahl	2010
Larry Steward	2004
Ed Rogers	1993
Richard Sublette	1995
Terry Vander Hayden	1992
Marilyn Walker	1996
Nancy White	1997
Ron White	2004

Honorary Members

Honorary membership is conferred upon an individual or organization by majority vote of the Board of Directors. Honorary members are deemed worthy based on contributions and services to CMA and to student media.

Sister Margaret Agnes
Clarence "Andy" Anderson
Ira Baker
Elizabeth Barnes
Jack Bell
Harvey F. Beutner
John A. Boyd
Regis Boyle
Eunice B. Bracley
Marjorie W. Burke
Wesley D. Calvert
John Clark
Louis J. Corsetti
Loyd Edmonds

William Elsen

H.A. Estrin

Merwin G. Fairbanks

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Walter Frederick

Barbara Garfunkel

Alfred O. Gray

Dorothy J. Greer

Irwin C. Harris

Mary E. Hires

Donald C. Johnson

Gilbert R. Kahn

Stanley Leon

Julia O. Loper

Clyde D. Lowery

Warren A. Mack

Richard Manley

Neil R. McFadgen

George H. Miller

Reid H. Montgomery

Barbara Nilson

Charles O'Malley

N.S. Patterson

Dario Politella

Shirley B. Quate

A.M. "Sandy" Sanderson

Albert T. Scroggins Jr.

Patrick Siddons

Sylvia G. Simon-Ray

Leo Stalnaker Jr.

Guido Stempel

Jerry E. Thompson

Gwen Vowels

Wally Wikoff

John Windhauser

Elmer L. Woodson

Mrs. William C. Woolfson

Golden Leaf Memorial

Established by the CMA Board of Directors in 1992, the Golden Leaf Memorial award was inspired by the late Terry Vander Hayden, former vice president for member services and media adviser at Western Kentucky University and Franklin College (IN). The award recognized those who have served in a leadership role in CMA as a member of the Board of Directors, Advisory Council or founder. Recipients have made a significant difference in furthering student media.

Terry Vander Hayden	1992
Reid H. Montgomery	1993
Ed Rogers	1995
Sandy Sanderson	1997
John Boyd	1997
Herman Estrin	2001
Roger Carlson	2003
Walter Frederick	2003
Ronald Gibson	2003
Dario Politella	2003
Leo Stalnaker Jr.	2003
Frederick Gerhard	2004
Alfred O. Gray	2004
Pat Siddons	2004
David Adams	2007
Jeff Henderson	2009

Reid H. Montgomery Distinguished Service

This award perpetuates the memory of Reid H. Montgomery, president of the National Council of College Publications Advisers from 1969-71 and past treasurer and newsletter editor. He died in 1993. The award is presented to an individual or institution that has made an outstanding contribution to collegiate media or media advising.

Fred L. Kildow	Associated Collegiate Press	1962
George H. Miller	University of South Florida.....	1962
Joseph M. Murphy	Director, Columbia Scholastic Press	1963
Paul S. Swenndon	Executive Director, Newspaper Fund, Inc.....	1963
Edward W. McDonald	Grand Exec. Secretary-Treasurer, Pi Delta Epsilon.....	1963
Nelson Poynter	St. Petersburg (FL) Evening Independent and Times ..	1964
Benjamin Allnutt	Bethesda-Chevy Chase H.S. (MD).....	1964
Arthur M. "Sandy" Sanderson,	University of South Florida.....	1964
Charles Dolan	National Education Director, Taylor Publishing Co.	1965
Dorothy Chandler	Vice President, Corporate Relations, Times-Mirror Co. Inc., Los Angeles	1965
Robert R. Franham	Fashion Press, Inc., Los Angeles	1965
V. Edward Canale	President, National Advertising Service, Inc., New York	1966
John Ciardi	Poet and critic.....	1967
Thomas Storke	Editor/publisher emeritus, Santa Barbara, Calif.....	1967
Sterling Fisher	Reader's Digest.....	1968
John S. Dickey	President, Dartmouth College (NH).....	1969
George Starcher	President, University of North Dakota	1969
N.S. Patterson	National School Yearbook Association.....	1970
Ruggero Aldisert	Pittsburgh, (PA).....	1971
John Behrens	Utica College (NY).....	1975
Loyd Edmonds	University of Texas at Austin	1979
Russell E. Hurst	Society of Professional Journalists, Sigma Delta Chi ..	1980
Indiana State University	Indiana State University.....	1981
Herman Estrin	Newark College of Engineering (NJ).....	1984
Albert T. Scroggins	University of South Carolina	1985
Lillian Lodge Kopenhaver	Florida International University	1987
Gannett Foundation	Gannett Foundation.....	1989
Dario Politella	University of Massachusetts.....	1990
Ed Sullivan	Columbia University (NY)	1995

Barbara B. Hines	Howard University (DC)	1996
Les R. Hyder	Eastern Illinois University	1997
Will Robedee	Rice University (TX).....	2003
Joel R. Willer	University of Louisiana at Monroe.....	2003
Mark Goodman	Student Press Law Center	2007
Greg Harrell	Johnson County Community College.....	2008

Louis E. Ingelhart First Amendment Award

The namesake of this award is Louis E. Ingelhart, retired journalism professor at Ball State University, Muncie (IN). Ingelhart has dedicated much of his life to studying, writing and teaching the First Amendment. Recipients have made extraordinary, long-term contributions in support of the First Amendment.

Jack C. Landau	Reporters Committee for Freedom of the Press	1980
Jean Otto	Chair, First Amendment Congress	1982
Louis E. Ingelhart	Ball State University (IN)	1983
Nancy Green	Richmond, Ind.	1987
David Adams	Kansas State University	1989
Reid H. Montgomery	South Carolina Press Association	1991
Paul McMasters	Freedom Forum First Amendment Center Vanderbilt University (TN)	1992
John David Reed	Eastern Illinois University	1993
Mark Goodman	Executive Director Student Press Law Center (VA)	1996
James Tidwell	Eastern Illinois University	1998
Gene Policinski	First Amendment Center	2004
William M. Lawbaugh	Mount Saint Marys College	2005
Karen Bosley	Ocean County College (NJ)	2006

Ron Spielberger Service to CMA Award

Jeff Breaux	Vanderbilt University (TN)	2004
Eddie Blick	Louisiana Tech University	2006
Lillian Lodge Kopenhaver	Florida International University	2009

Noel Ross Strader Memorial Award

This award perpetuates the memory of Noel Ross Strader, a long-time University of Houston professor and administrator in journalism. Recipients are full-time teachers or advisers in campus journalism. They must have exercised the principle of freedom of the press at some risk to personal or professional welfare or

they must have made a significant contribution to the graphic or physical progress or a campus publication.

Jack E. Backer	Indiana University	1977
Arthur M. Sanderson	University of South Florida	1978
Louis E. Ingelhart	Ball State University (IN)	1981
Jo-Ann Huff Albers	Western Kentucky University	1988
Linda J. Webster	University of Arkansas at Monticello	1991
Nils Rosdahl	North Idaho College	1992
George H. Miller,	University of South Florida	1992
Glenn Robinson	Eastern Illinois University	1994
Joseph T. LeBlanc	Northern Essex Community College (MA)	1997
Paul DeBolt	Contra Costa College (CA)	1998
Rose Sergi	Middlesex Community College (MA)	1999
John Schmitt	Southwest Texas State University	2003
Jennifer Schartz	Great Bend, Kansas	2006

Distinguished Four-Year Newspaper Advisers

Sister Mary Regina	C.S.J. Regis College (MA)	1960
Robert C. Cranford	University of Nebraska	1961
Gay Jenkins	Lewis and Clark College (OR)	1962
Hector Sutherland	Rochester Institute of Technology (NY)	1963
Lee O. Hench	Wisconsin State College	1964
Raymond Tudor	Illinois State University	1965
Roy G. Campbell	Northern Illinois University	1966
Irwin C. Harris	Oregon State University	1967
William F. Noall	University of Maryland	1968
Louis Ingelhart	Ball State University (IN)	1969
Herman A. Estrin	Newark College of Engineering (NJ)	1970
Kay Ryall Miller	Edinboro State College (PA)	1971
Willard E. Lally	Rider College (NJ)	1972
Ira Baker	East Carolina University (NC)	1973
Elizabeth Barnes	Stephens College (MO)	1974
Roy Copperud	University of Southern California	1975
Marilyn Peterson	Midland Lutheran College (NE)	1975

Nancy L. Green	University of Kentucky	1976
Donald Ryan	Pace University (NY)	1977
Robert R. Adams	Western Kentucky University	1978
Alfred O. Gray	Whitworth College (WA)	1979
David J. Lippert	University of Wisconsin/Oshkosh	1980
John David Reed	Eastern Illinois University	1981
Joseph T. Kovach	University of California Santa Barbara	1982
Patrick Siddons	Indiana University	1983
Barbara Krohn	University of Washington	1984
Steve Ames	Pepperdine University (CA)	1985
Howard L. Seemann	Humboldt State University (CA)	1986
Rita Abent	Eastern Michigan University	1987
Robert Gremmels	Wartburg College (IA)	1988
George Evans	St. Bonaventure University (NY)	1989
Ron Gibson	University of Texas at Austin	1990
Jack Lancaster	Oklahoma State University	1991
Lesley Marcello	Nicholls State University (LA)	1992
Ron Johnson	Kansas State University	1993
Linda Owens Whitlaw	University of South Carolina-Aiken	1994
Albert "Flip" De Luca	James Madison University (VA)	1995
Patrick J. Kuhnle	Purdue University (IN)	1996
Desmond McCarthy	Framingham State College (MA)	1997
Patrick McKeand	Indiana University	1998
Chad Stebbins	Missouri Southern State University	1999
Ron Hollander	Montclair State University (NJ)	2000
Don H. Corrigan	Webster University (MO)	2001
Elizabeth Stone	Fordham College at Lincoln Center (NY)	2002
Michael Serino	Ithaca College (NY)	2003
Art Barlow	Clarion University	2004
Steven E. Chappell	Truman State University (MO)	2005
David Waddell	California State University, Chico	2006
Valerie White	Florida A&M University	2007
Ed Williams	Auburn University	2008
Don Corrigan	Webster University	2009

Sam Martino
University of Wisconsin-Whitewater

Distinguished Four-Year Yearbook Advisers

William F. McIlrath	Michigan State University	1960
C.J. Medlin	Kansas State College	1961
Reid H. Montgomery	Florida State University	1962
Wilbur C. Peterson	University of Iowa	1963
Perry Ashley	University of Kentucky	1964
Margaret Garland	Wartburg College (IA)	1965
Oliver R. Smith	Brigham Young University (UT)	1966
John A. Boyd	Indiana State University	1967
Katherine Rogers	Fort Hays State College (KS)	1968
Joe T. Kovach	University of California Santa Barbara	1969
Manion Rice	Southern Illinois University	1970
Dario Politella	University of Massachusetts	1971
C. Thomas Nelson	Pepperdine University (CA)	1972
Joseph E. Pryor	Harding University (AK)	1973
Regis Boyle	Catholic University of America (DC)	1974
Vernon McDaniel	College of the Ozarks (AK)	1975
J. William Click	Ohio University	1976
Roger Loewen	Western Kentucky University	1977
Jerry R. Thompson	University of Texas at Austin	1978
Lesley W. Marcello	Nicholls State University (LA)	1979
Marilyn Peterson	Midland Lutheran College (NE)	1980
William D. Downs	Ouachita Baptist University (AR)	1981
Marilyn Weaver	Ball State University (IN)	1982
Ron White	Louisiana Tech University	1983
Terry Vander Heyden	Western Kentucky University	1985
David Adams	Kansas State University	1988
Twila Smith	University of Oklahoma	1989
Laura Widmer	Northwest Missouri State University	1990
Linda Puntney	Kansas State University	1991
David Kyncl	Pittsburg State University (KS)	1992
Adele Lanan	University of Notre Dame (IN)	1995
Anne Hammond	Oklahoma Baptist University	1998

Kathy Hamer
Texas Christian University

Kathryn Jenson White
University of Oklahoma

Ann Thorne
Missouri Western State College

Traci Mitchell
University of Mississippi

Randy Stano
University of Miami (FL)

Distinguished Four-Year Magazine Advisers

Ronald Phillips	Black Hills State College (SD)	1967
Wilton C. Scott	Savannah State College (GA)	1968
Dan Thornburgh	Eastern Illinois University	1971
Charles Reynolds	Southern Methodist University (TX)	1972
Joann Carlson	Pepperdine University (CA)	1974
Charles Oliver	Ohio Northern University	1979
David H. Wendelken	James Madison University (VA)	1982
George Winford	University of Alaska at Fairbanks	1983
Mary Lynn Polk	Lander College (SC)	1992
Wayne Maikranz	University of North Carolina at Charlotte	1993
Paul A. Olsen	Coastal Carolina University (SC)	1995
Harvey Gotlieff	San Jose State University (CA)	1996
Pat Parish	Louisiana State University	1997
Debra Reddin van Tull	Augusta State University (GA)	1999

Distinguished Four-Year Business Advisers

Loyd Edmonds	University of Texas-Austin	1967
Brent G. Myking	University of Florida	1969
Harry E. Morris	University of California at Los Angeles	1970
Noel Ross Strader	University of Houston (TX)	1972
David Whitaker	Western Kentucky University	1973
Jack Backer	Indiana University	1974
E.A. Jerome	Brigham Young University (UT)	1975
Lee McCaskey	Appalachian State University (NC)	1976
Ed Barber	University of Florida	1978
Richard Sublette	University of Illinois	1979
Wesley Calvert	Washington State University	1980
Fred W. Weddle	University of Oklahoma	1981

Clarence Anderson	
University of Southern California	1982
Les Hyder	
Southern Methodist University (TX)	1983
Nancy L. Green	
University of Texas-Austin	1984
Richard C. Lytle	
Texas Tech University	1985
Jon E. Fisher	
Louisiana State University	1986
Frank Ragulsky	
Oregon State University	1988
Glenn Robinson	
Eastern Illinois University	1989
Susan Sasso	
University of Oklahoma	1990
Jo Ann Thompson	
Western Kentucky University	1991
Dorothy Estes	
University of Texas at Arlington	1993
Terry Lucas	
University of Pittsburgh (PA)	1994
Gloria Freeland	
Kansas State University	1998
Evelyn Gardner	
University of Texas-Austin	2000
Jeff A. Breaux	
Vanderbilt University (TN)	2001
Annette Forbes	
Iowa State University	2002

Distinguished Four-Year Broadcast Advisers

John Jasinski	
Northwest Missouri State University	1993
John V. Madormo	
North Central College (IL)	1994
Charles "Chuck" Gene Bailey	
Marshall University (WV)	1995
Dan Knight	
University of Texas-Austin	2000
Joel Willer	
University of Louisiana at Monroe	2002
Deb Lesser	
Illinois State University	2004
Will Robedee	
Rice University	2009

Distinguished Multi-Media Advisers

Marilyn A. Peterson	
Midland Lutheran College (NE)	1991
Mark Witherspoon	
Southern Methodist University (TX)	1993
Richard Daigle	
Emory University (GA)	1994
David Adams	
Indiana University	1995
Ed Bonza	
Kennesaw State College (GA)	1996
Chris Carroll	
Vanderbilt University (TN)	1997
Laura Widmer	
Northwest Missouri State University	1998
William Lawbaugh	
Mount Saint Mary's College (MD)	1999
Michael Agin	
University of Kentucky	2000

Jim McKellar	
University of Illinois-Champaign	2002
Mary Cory	
University of Illinois-Champaign	2004
Paul Isom	
University of Alabama	2005
John Bennett	
Savannah College of Art and Design	2007
Steven Listopad	
Jamestown College (ND)	2010

Distinguished Two-Year Newspaper Advisers

Albert W. Higgins	
Hibbing State Junior College (MN)	1967
W.A. Kamrath	
El Camino College (CA)	1968
Frederic J. Walker	
Vincennes University (IN)	1969
Barbara Garfunkel	
Miami-Dade Junior College-South (FL)	1970
Lillian Lodge Kopenhaver	
Ocean County College (NJ)	1971
Kenneth Knapp	
Rochester State Junior College (MN)	1972
Evelyn Claxton	
Rend Lake College (IL)	1973
William Buttler	
Pasadena City College (CA)	1974

Joe Norton	
Tarrant County Junior College (TX)	1975

Paul Gerhard	
Lake Michigan College (MI)	1976

Warren Mack	
DeAnza College (CA)	1977

Karen L. Bosley	
Ocean County College (NJ)	1978

Betty Strehlau	
Highline Community College (WA)	1978

W.B. Daugherty	
San Antonio College (TX)	1979

Peter C. Townsend	
Miami-Dade Community College (FL)	1980

G. Tom Kramer	
Los Angeles Pierce College (CA)	1981

Jose Quevedo	
Miami Dade Community College (FL)	1982

Nancy White	
Hillsborough Community College (FL)	1983

Mary Ann Wood	
Jefferson Community College (KY)	1984

Ray Canton	
Santa Barbara City College (CA)	1985

Thomas M. Gould	
Milwaukee Area Technical College (WI)	1986

Jerry Elam	
Broward Community College (FL)	1988

Thomas Pierce	
Valencia Community College (FL)	1989

Mary Hires	
County College of Morris (NJ)	1990

Judith H. Jolly	
Tallahassee Community College (FL)	1991

Richard Cameron	
West Valley College (CA)	1992

Thomas Buckner	
McLennan Community College (TX)	1993

Trum Simmons	
Harrisburg Area Community College (PA)	1994

Roger W. Carlson	
St. Louis Community College (MO)	1995

Richard Conway	
Nassau Community College (NY)	1996

Charles W. Little	
Rancho Santiago College (CA)	1997

Tony Straw	
Henderson Community College (KY)	1998

Stacy Sparks	
Dodge City Community College (KS)	1999

Paul Peterson	
North Iowa Area Community College	2001

Ron Bennett	
Brigham Young University-Rexburg (ID)	2002

Gary Mielo	
Sussex County Community College (NJ)	2002

David Levy	
Wilbur Wright Community College (IL)	2003

Ian Blake Newman	
SUNY Rockland Community College	2005

Laura York	
Garden City Community College (KS)	2006

Nils Rosdahl	
North Idaho College	2007

Max Branscomb	
Southwestern College	2008

Paul DeBolt	
Contra Costa College (CA)	2010

Distinguished Two-Year Yearbook Advisers

Lewis S. Barrett	
Fullerton Junior College (CA)	1967

Jim Sullivan	
Eastern Oklahoma State College	1968

William C. Woolson	
Bronx Community College (NY)	1971

Hugh McLaughlin	
Mesa Community College (CA)	1972

Helen Strickland	
Abraham Baldwin Agricultural College (GA)	1973

Jean J. Sneed	
Lake Sumter Community College (FL)	1979

William W. (Bill) Walker	
Bakersfield College (CA)	1980

Marla Lord	
Garden City Community College (KS)	1989

Distinguished Two-Year Magazine Advisers

W.B. Daugherty	
San Antonio College (TX)	1973

Terry Intyre	
Cypress College (CA)	1975

Jo Ann Kell
Walters State Community College (TN) 1991

Distinguished Four-Year Broadcast Advisers

John Bennett
Savannah College of Art and Design (GA) 2010

Distinguished Two-Year Broadcast Advisers

Terry Bales
Rancho Santiago College (CA) 1987

HONOR ROLL ADVISER

In 1982 CMA also established a series of Honor Roll Awards for media advisers with fewer than five years of experience.

Four-Year Honor Roll Newspaper Advisers

Richard Wells
University of North Texas 1982

Sandra Dickson
University of West Florida 1984

Denise Andres
University of California at Los Angeles 1984

O'Ryan Rickard
Western Michigan University 1985

John Michael Haynes
Texas Tech University 1986

Wilda K. Kaylor
Seton Hill College (PA) 1987

Chris Carroll
Tulane University (LA) 1989

Ron Hollander
Montclair State College (NJ) 1992

Lloyd Goodman
University of West Florida 1993

Paul Heaton
Ithaca College (NY) 1994

Jack D. Willis
The University of Oklahoma 1995

Jennifer F. Wood
Santa Clara University (CA) 1996

Sally Turner
Emporia State University (KS) 1998

Ruthe Thompson
Southwest State University (MN) 2000

Mary Jennings
University of North Alabama 2001

Nancy Brown
Marymount College (NY) 2002

Rick Stewart
Barton College (NC) 2004

Rey Rosales
Lewis University (IL) 2005

Vince Filak
Ball State University 2007

Hillary Warren
Otterbein College 2007

Kelly Furnas
Virginia Tech 2008

Ruth Witmer
Indiana University 2009

Colin Donohue
Elon University (NC) 2010

Four-Year Honor Roll Yearbook Advisers

Laura Widmer
Northwest Missouri State University 1987

Kathy Clancy
University of Alabama 1988

Ann Thorne
Missouri Western State College 1989

Rebecca Rayburn
Florida State University 1992

Kent Best
Texas Tech University 1993

Richard Northcutt
Midland Lutheran College (NE) 1994

Mary Jennings
University of North Alabama 1999

Nicole Boudreaux
Nicholls State University (LA) 2004

Molly Pavlechko
Bucknell University 2007

Lori Brooks
University of Oklahoma 2008

Four-Year Honor Roll Magazine Advisers

Hank Nuwer
Ball State University (IN) 1988

Richard Daigle
Emory University (GA) 1989

Wayne Maikranz
University of North Carolina at Charlotte 1990

Patricia Place
University of Alabama at Birmingham 1991

Phebe Davidson
University of South Carolina-Aiken 1995

Four-Year Honor Roll Broadcast Advisers

Chris Carroll
Tulane University (LA) 1991

Janice Windborne
Otterbein University (OH) 1991

Four-Year Honor Roll Multi-Media Advisers

Michael E. Agin
University of Kentucky 1991

Thomas Winski
Monmouth College (IL) 1992

Amy Satterfield Gades
Colorado State University 1997

Pam Bumstead
Pittsburg State University (KS) 1998

Ralph Braseth
University of Mississippi 1999

Jay Hartwell
University of Hawaii 2000

Denise Brown
Morgan State University 2007

Two-Year Honor Roll Newspaper Advisers

Marianne Mueller
Sinclair Community College (OH) 1986

Allan Weintraub
Tulsa Junior College (OK) 1988

Craig Weincuk
Frederick Community College (MD) 1992

Stacy Friend Sparks
Dodge City Community College (KS) 1993

Keisha L. McCray
DeKalb College (GA) 1994

Jack Nist
North Hennepin Community College (MN) 1998

Ann Christiansen-Bullers
Johnson County Community College (KS) 2004

Laura Krantz
Tyler Junior College (TX) 2010

Two-Year Honor Roll Magazine Advisers

Marta Magellan
Miami-Dade Community College (FL) 2003



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A

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 Eric Adelson, Yahoo Sports
 Omar Ahmad, Seton Hall Univ.
 Logan Aimone, Executive Director,
 Associated Collegiate Press
 Toni Albertson, Mount San Antonio College
 Barbara Allen, Oklahoma State Univ.
 William Allen, Univ. of Kentucky
 Alan Alsobrook, Alsobrook Electronics
 Steve Ames, Community College Journalism
 Association
 Lydia Ammosow, Loyola Marymount Univ.
 Brad Arendt, Boise State Univ.
 Edward Arke, Messiah College
 Kevin Armstrong, Oral Roberts Univ.

B

Alan Bailey, Mt. San Antonio College
 Charles Bailey, Marshall Univ.
 Chuck Baldwin, Univ. of South Dakota
 Sheridan Barker, Carson-Newman College
 Frank Barnes, Valdosta State Univ.
 Jocelyn Bartkevicius, The Florida Review
 Sacha DeVroomen Bellman, Ohio Univ.
 John Bennett, SCAD Savannah
 Brad Berkner, Elon Univ.
 Chris Birks, Benedictine Univ.
 Paul Bittick, Cal Poly State Univ.
 Dave Black, Univ. of Wisconsin-Madison
 Stewart Blakley, Brenau Univ.
 Leslie Blood, Fort Lewis College
 Robert Bohler, Texas Christian Univ.
 Nicki Boudreux, Nicholls State Univ.
 Ben Brandao, Univ. of North Florida
 Kerry Brewer, Securenet Systems, Inc.
 Lori Brooks, Univ. of Oklahoma
 Rick Brooks, Northeast Creative Design
 Manager
 Robert Bortel, Bowling Green State Univ.
 Pete Bowers, Bloomfield Hills Andover
 High School
 Rachel Bowers, Univ. of Georgia
 Mandi Bryson, College of Charleston
 Lola Burnham, Eastern Illinois Univ.
 Bonita Burton, Orlando Sentinel

C

Kelley Callaway, Rice Univ.
 Mat Cantore, Hudson Valley Community
 College
 Alexa Capeloto, John Jay College of Criminal
 Justice/CUNY
 Lila Carmey, Quinnipiac Univ.
 Geoff Carr, North Idaho College
 Laurie Ann Cedilnik, Barrelhouse
 Lori Marcias-Clark, Elgin Community College
 Jessica Clary, SCAD Atlanta
 Dan Close, Wichita State Univ.
 Frank Coffman, Rock Valley College
 Kay Colley, Texas Wesleyan Univ.
 Kim Collins, World Journalism Institute
 Tracy Collins, Arizona Republic
 Stephen Corey, Georgia Review
 Katie Cortese, Southeast Review
 Jeanne Criswell, Univ. of Indianapolis
 Karen Crouse, New York Times

D

Randall Davidson, Univ. of Wisconsin
 Oshkosh
 Paul DeBolt, Contra Costa College
 Andy Dehnart, Stetson Univ.
 Julio Delserto, Keene State College
 Devin Desjardins, Broward-Palm Beach
 New Times

John Deveck, Loyola Univ. Maryland
 Lenore Devore, Lakeland Ledger
 Natalie DiBlasio, Univ. of Vermont
 Gabriela DiDonna, Univ. of Pittsburgh
 David Dixon, Malone Univ.
 Christina Drain, Pensacola State College
 Amy Dreher, The Nielsen Company
 Adam Drew, Univ. of Texas-Arlington
 Bryan Dugan, Univ. of Oklahoma
 Allen Duncan, District, SCAD Savannah
 Herbert Dunmore, Loyola Univ. Maryland
 Allison Dyche, SCAD Savannah

E

Dana Eagels, Orlando Sentinel
 Mary Beth Earnhardt, Youngstown State
 Univ.
 Adam Earnhardt, Youngstown State Univ.
 Josh Edmonds, Univ. of Kentucky
 Bill Elsen, retired, Washington Post
 Osayi Endolyn, SCAD Atlanta
 Chris Evans, Univ. of Vermont
 Ben Eveloff, Lewis Univ.

F

Dylan Fagan, SCAD Atlanta
 Ashley Falterman, Nicholls State Univ.
 Patrick Farrell, Photographer, The Miami
 Herald
 Mimi Ferebee, Red Ochre LiT
 Vince Filak, Univ. of Wisconsin-Oshkosh
 Annette Forbes, Iowa State Daily
 June Fox, Station Relations, DEI
 Andrea Bremer Frantz, Robert Morris Univ.
 Cristi A. Freudenrich, Oral Roberts Univ.
 Cara Friez, East Carolina Univ.
 Abby Frye, College of Charleston

G

Pason Gaddis, Florida Weekly
 Mike Gaede, Florida Atlantic Univ.
 Richard Gainey, Ohio Northern Univ.
 Evelyn Gardner, The George Washington
 Univ.
 Ted Garner, Brenau Univ.
 Josh Garrick, Syndicated Arts Columnist
 Richard Gaspar, Hillsborough Community
 College
 Erin Gibson, Univ. of Southern Indiana
 Matt Gibson, Univ. of Kentucky
 Jamie Lynn Gilbert, North Carolina Univ.
 Michael Giusti, Loyola Univ.-New Orleans
 Gary Green, Orlando Sentinel
 Nick Green, Pedal America
 Kenna Griffin, Oklahoma City Univ.
 Kristine Griffith, re:fuel
 Mark Goodman, Kent State Univ.
 Dimitry Gurvits, The New School
 Kevin Guthrie, Univ. of Florida

H

Victoria Haffner, Seton Hall Univ.
 Jeff Halliday, Longwood Univ.
 Keith Hamilton, Rangemaster Transmitters
 Raymond Hammond, New York Quarterly
 Tim Harrower, Designer, Author
 John Harvey, Georgia Southern Univ.
 Bobby Hayes, High Point Univ.
 Jim Hayes, Vanderbilt Univ.
 Mike Hiestand, Student Press Law Center
 Andrea Hewitt, Truman State Univ.
 Nicole Hill, Austin American Statesman
 Brendan Holland, Davis Wright Tremaine
 LLP
 Lynn Hoppes, ESPN, Senior Director
 David Hudson, First Amendment Center
 Scholar

I

Paul Isom, East Carolina Univ.

J

Kate Jacobson, Michigan State Univ.
 Elena Jarvis, Daytona State College
 Kelly Jarvis, iBiquity Digital Corporation
 Ron Johnson, Indiana Univ.
 Steven Johnson, StevenJohnsonmedia.com

K

Rob Kaiser, Canisius College
 Rachele Kanigel, San Francisco State
 John Kaplan, Univ. of Florida
 Jim Killam, Northern Illinois Univ.
 Amy Kilkpatrick, Univ. of Alabama-Birmingham
 Richard Kless, Providence College
 Michelle Kocsis, The Nielsen Company
 Stephen Komives, Society of News Design
 Michael Koretzky, Florida Atlantic Univ.
 Warren Kozireski, Immediate Past President,
 CBI
 Don Krause, Truman State Univ.
 Alex Kreitman, New Media Director,
 WCSC-TV
 Peter Kreten, Saint Xavier Univ.
 Brittany Kron, SCAD Atlanta

L

Ross Landry, Nicholls State Univ.
 Crystal Lauderdale, Patch.com
 Pat Winters Lauro, Kean State Univ.
 Suzy Flemming Leonard, Florida Today
 Ira David Levy, Pedal America
 Kenya Lewis, Univ. of San Francisco
 Janet Blank-Libra, Augustana College
 Frank LaMonte, Executive Director, Student
 Press Law Center
 Bob Long, Streetsboro High School
 Michael Longinow, Biola Univ.
 Jake Lovett, Iowa State Daily
 Victor Luckerson, Univ. of Alabama
 Alex Luma, Bronx Community College

M

Mark Maben, Seton Hall Univ.
 Wayne Maikranz, Univ. of North Carolina,
 Charlotte
 Rob Marino, Central Florida Community
 College
 Sean Martin, Senior Writer, GolfWeek
 Lisa Marshall, Muskingum Univ.
 Kaitie Martinez, Fort Lewis College
 Terry Mattingly, Scripps-Howard Religion
 Columnist
 Mark Mayfield, Univ. of Alabama
 Hank McDonnell, Univ. of the Incarnate
 Word
 Loni McKown, Butler Univ.
 Wes Melzer, The Orlando Sentinel

Stephen Merrill, Bowling Green State Univ.
 Marcia Meskiel-Macy, MySeminars, LLC
 Kelly Messinger, Capital Univ.
 Pat Miller, Valdosta State Univ.
 Laura Mizrahi, Communications
 Technologies, Inc.
 Elizabeth Molina, Seton Hall University
 Jolie Monroe, Iowa State Daily
 Ed Morales, Univ. of Georgia
 John Morris, Univ. of Southern Indiana
 Mason Morris, North Carolina State Univ.
 Suzette Moyer, Bay Magazine/St. Petersburg
 Times
 Adrienne Mukiria, Roger Williams Univ.
 Robert Muilenburg, Del Mar College

Bryan Murley, Eastern Illinois Univ.
 Shawn Murphy, SUNY Plattsburgh
 Tammy Merrett-Murry, Southern Illinois
 Univ.-Edwardsville
 Stephanie Murawski, Cal Poly San Luis
 Obispo

N

Dean Nelson, Point Loma Nazarene Univ.
 Bill Neville, Univ. of Alabama-Birmingham
 Ian Blake Newhem, First Inkling Magazine
 Greg Newton, Ohio Univ.
 Robert Nulph, Lewis Univ.

O

Daniel Oakes, Valdosta State Univ.
 Pamela Ohrt, Wartburg College

P

Bob Page, Universal Studios in Orlando
 Pat Parrish, Louisiana State Univ.
 Dana Peck, Tallahassee Community College
 Erica Perel, Univ. of North Carolina, Chapel
 Hill
 Kevin Pham, Georgia Perimeter College
 Gina Bowden-Pierce, St. Petersburg Times
 Tom Pierce, part-time copy editor, St.
 Petersburg Times
 Skip Pizzi, National Association of
 Broadcasters
 Travis Ploeger, SoundExchange
 Gene Policinski, Executive Director, First
 Amendment Center
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 Rebecca Priebe, Bowling Green State Univ.
 Michael Prince, Olympic College

Q

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 Sara Quinn, Poynter Institute

R

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 Bill Ruehmann, Virginia Wesleyan College
 Mark Russell, Editor, Orlando Sentinel
 Chance Ryan, Univ. of North Florida
 John Ryan, Eastern Illinois Univ.

S

Blaise Hart-Schmidt, Truman State Univ.
 Glenn Schuck, Metro Networks
 Dan Schumacher, Texas State Univ.-San
 Marcos
 Lindsey Schwack, Iowa State Daily
 Sarah Schwartz, First Inkling
 Sharon Scott, Vanderbilt Univ. Alumni
 Megan Sexton, Georgia State Univ.
 Trum Simmons, Harrisburg Area Community
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 Christine Simone, The Ledger, Lakeland, Fla.
 David Simpson, Georgia Perimeter College
 Bobbie Six, Johnson County Community
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 Matt Stamey, The Gainesville Sun
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 Joe Starrs, Director, Institute on Political
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 Augusta Statz, SCAD
 Marion Steinberg, Univ. of Alabama
 Rick Stewart, Barton College
 Todd Stewart, The Orlando Sentinel
 Brian Smith, Iowa State Daily
 James Smith, Florida Baptist Witness
 Justine Stokes, Univ. of Wisconsin, Oshkosh
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 Emily Summars, Univ. of Oklahoma
 David Swartzlander, Doane College

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 Tammy Trujillo, Mt. San Antonio College
 Mike Tuck, 1080 ESPN
 Jonathan Tully Palm Beach Post/pbpulse,
 pbpulse.com

U

Chioma Ugochukwu, Marquette Univ.

V

Hector Valle III, Daytona State College
 Kimberly Voss, Univ. of Central Florida

W

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 WFIA
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Y

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Z

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The screenshot shows the homepage of the College Media Advisers website. The header features the CMA logo and the text "college media advisers". A large image of the Orlando skyline is prominently displayed. On the left, there's a sidebar with links to "home", "about cma", "contact", "join us", "directory", "member services", "news", "events", "social media", "publications", "center for innovation in college media", "awards", "contests", "code of ethics", "adviser advocacy", "ingelhart first amendment grants", "ingelhart fund donations", "college media partners", and "event sponsorship". The main content area includes sections for "upcoming events" (with details for Fall 2011 competition in Orlando and Spring 2012 convention in New York City), "CMA news" (with a link to "Submit Handmade PDFs for CMA Website"), and "More for your money" (with a progress bar for a "2011 Ingelhart First Amendment Endowment Fund Drive" that has reached 29% of its goal). There's also a note about the website's improvement and a message of thanks for support.



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THE DAILY EAGLE

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